



Spark some creativity

With the Seventh Annual

Thomas A. Edison Electrical Awareness Awards

A partnership between
Time Warner Cable, The Electric League of Missouri & Kansas
and Cable in the Classroom

Earn prize money for your school through this student video production contest!

Summary and Guidelines:

1. Teachers and students will work together to create a video project regarding electricity.
2. Project meets several state required standards; contact Time Warner Cable (below) for a sample list.
3. Examples of possible formats/styles: documentary, commercial, drama, live action, claymation, animation, etc.

Projects will be judged on the following criteria:

- Is it informative and engaging? Does it relate the message effectively?
- Has it been a part of a class project involving a teacher and several students?
- Does it clearly focus on one of the categories identified below?
- Did the project include resources from Cable in the Classroom and The Electric League of Missouri and Kansas?
- Was a 120 word, typed project summary included with the finished project?
- Was a typed, properly formatted bibliography submitted?
- Does it meet the time requirements?

Two divisions for judging and prizes:

1. High School: Submit a 30-second public service announcement (PSA) on electrical safety, suitable for airing on television.
2. Middle School/ Upper Elementary: Submit an informational video up to 2 minutes in length (not including optional credits, titles etc.)

The informational video must relate to one of the following categories:

- **Innovations, Important Figures, or Careers in Electrical Industry**
Questions to answer: Why were they critical or important? How did the person or innovation change the electrical industry or society? How might society be different without this innovation or person's discovery? What is interesting or remarkable about this career or position in the industry?
- **Electrical Safety (High School entries must relate to this category)**
What to cover: Define the topic and/or problem. Identify the dangers and/or potential problems. Explain how to be safe in each situation. Include visual aids or demonstrations.

Instructions:

- Submit *Intent to Participate* form by February 11, 2009
- Submit completed project with *Official Entry Form* by April 3, 2009. Each school may submit a total of 5 entries, with no more than 3 of those from an individual class. All forms are available on the website at: www.twckc.com (under "Community - Commitment to Education")
- All entries must include required documents, as instructed on *Official Entry Form* (list of participating students, bibliography and summary.)

Direct all contest materials to:

Time Warner Cable
Public Affairs Dept., Edison Awards
6550 Winchester Ave.
Kansas City, MO 64133
joyce.peters@twcable.com
816-222-5710

Prizes per division

1st Place \$1,000
2nd Place \$450
3rd Place \$350

To request an electricity professional to speak to your class, contact:

Jane Male, CAE
The Electric League of Missouri & Kansas
638 W. 39th Street
Kansas City, MO 64141
jmale@swassn.com
816-561-5323

First Place winners in each division will be considered for airing on cable channels and KC on Demand (TWCKC Channel 113). First Place winners will also be invited to attend a luncheon in May 2009, hosted by the Electric League, to present their winning videos and receive their awards.