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School Year 2010-2011

Dear Participating Clubs, Councils, and Chapters in the PSA Youth Showcase Program,

We are about to begin our fourteenth year of PSA's Youth Showcase program. Our thirteenth year reached new heights with new participants and the number of entries surpassing the 600 mark. Thanks to all of you for making the Youth Showcase program the success it has grown to be. And a word of welcome to those of you about to embark on your club's/council's/chapter's participation. This letter should provide you with the information needed to seek out and work with high school age young people from different organizations in your town, county, state, or beyond such as 4H groups. **But if a school already has six entries, other students from that school may not enter as part of a 4H participant, church group, or any other group.**

Here is a list of awards offered to the winners:

1. A "Best of Show" plaque and a \$450.00 cash award for the most outstanding photograph and a PSA Youth Membership
2. A \$150.00 cash award and a PSA Youth Membership to the top print in each of the four remaining categories
3. A \$50.00 cash award to the 1<sup>st</sup> Honorable Mention in each category
4. A \$25.00 cash award to the other Honorable Mentions in each category
5. All five prints along with each maker's photo and biography in the September, 2011, issue of the *PSA JOURNAL*
6. The top five images displayed on PSA's Web Page for four months followed by the five runner-up photos for another four months
7. The next five 25% or so prints exhibited at the 2011 Colorado Springs PSA Conference

Enclosed with this letter is the entry information that will help you inform teachers, group sponsors, and high school age students of the procedure, along with an entry form to be copied. Six entry forms will be needed for each school or youth organization, two for "Photographer's Choice - Creative" and one for each of the remaining categories. The "Photographer's Choice-Creative" category does NOT mean that one of the two entries must be creative. It is only to emphasize the idea of promoting more creativity.

Do your best to select images that will be a source of pride for both the maker and the society. The deadline for entries is April 30, 2011. The judging will take place soon after that date so that notification can go out to all sponsors and winners before final exams. Please contact me if you have any questions or need help with any part of the program.

With much thanks,

Kathy Braun, APSA