? Students can earn up to $600 for themselves and $600 for their schools by creating a 30-second video public service announcement on the importance of recycling analog TVs for the digital TV changeover.

The competition is part of the Don't Trash Your TV! Video Contest sponsored by America Recycles Day Indiana.

"Don't Trash Your TV! Recycle It" is the message students will convey as they compete for cash prizes by creating the best video that will help educate Hoosiers on how to make the shift to digital television in an environmentally-friendly way.

The first place winner will receive $600 cash for themselves and $600 for their school. Second place will receive $400 for themselves and $400 for their school, and third place will be awarded $200 for themselves and $200 for their schools. A People's Choice Award, determined by the public, will also be up for grabs and is worth $400.

"This is a great opportunity for project-based, experiential learning for our students," said Dr. Suellen Reed, Indiana Superintendent of Public Instruction. "It combines many of Indiana's academic standards while giving students an opportunity to teach Hoosiers the importance of eliminating e-waste."

The contest, which began on November 15 as part of America Recycles Day and ends January 15, is open to any Indiana student in grades nine through 12 and who is age 13 and older. Entrants and their corresponding schools have the opportunity to receive cash prizes while helping to further the goals of America Recycles Day Indiana (ARDI), a partnership between the Indiana Recycling Coalition, Indiana Department of Education, Indiana Department of Environmental Management and Comcast that is hosting the contest.

The top ten PSA videos will be available to view through Comcast's website at www.recroom.com, and the public can vote for the People's Choice award worth $400. The winning PSA video will be distributed to media outlets across the state.

Complete contest rules and entry forms at www.indianarecycling.org.