

How to Enter the Explore Your Earth Contest



Step 1: Download Google Earth

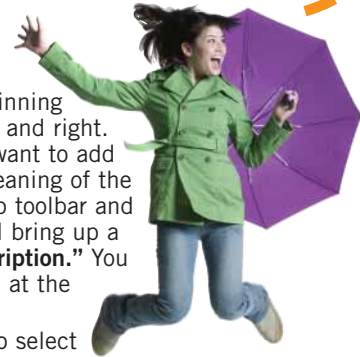
- If you haven't already done so, download Google Earth to your computer by going to the following URL: <http://earth.google.com/scholastic>.
- Once you are there, click on **"GET GOOGLE EARTH."** When you click to download, you will be asked if you would like to run or open the program now or if you would like to save it to disk. Select **"Run"** and follow the simple instructions.

What Is KML?

KML is a file extension similar to .doc, .xls, or .jpg. On Google Earth, a KML file references specific locations on the earth and enables you to create a placemark that targets these locations.

Step 2: Write Your Environmental Story

- Once Google Earth has been downloaded and opened on your computer, follow these instructions to write your environmental story.
- Research an environmental problem of interest and write an environmental story. Use the Google Earth tool to create Placemarks for locations that help to tell your story. Include a description of each location. Use the Image Overlay tool to add photos to each Placemark. Include the following details in your environmental story:
 - Background information about the problem
 - Possible solutions
 - Ways people can get involved or help solve the problem
- Before you enter your first location into the address bar, please click the arrow next to the green **"layers"** menu on the lower left-hand side of your screen—this will remove the layers menu and make your screen less cluttered. Now we are ready to begin.
- Choose **"Tools"** in the upper toolbar. Under Tools, make sure **"Search"** is selected—if it is, you will see an address bar on the upper left-hand side of your screen, and you will be able to type your desired location there.
- Select **"Add"** at the top toolbar and choose **"Folder."** Name your folder with your story's name—something like **"The Deforestation in the Amazon"** or **"Watershed Restoration in the Chesapeake Bay."** This folder is where all of your place marks for your story will be kept.
- Choose your first environmental location by either typing the address in the address bar at the top of the screen (under **"Fly To"**) and clicking return or by clicking on the direction button to control spinning the earth up and down or left and right. Once you are there, you will want to add a placemark to denote the meaning of the place. Select **"Add"** at the top toolbar and choose **"Placemark."** This will bring up a box with a **"name"** and **"description."** You will also see a yellow pushpin at the side of the box.
- Click on the yellow pushpin to select the type of placemark you'd like to see. You can choose from many different types of icons to tell about the place. For example, a house to show someone's home or a tree to show forests.
- Once you have chosen your icon, make sure to name it and write a description for it, and to save it to the folder you've created under **"My Places."** Make sure the name and description help to tell your story. For example, **"Name: The Chesapeake Bay Foundation; Description: The largest conservation organization dedicated solely to saving the Chesapeake Bay waters."** You might also want to add their Web site name here: www.cbf.org.
- Continue to add placemarks until your story is done.
- In addition to adding placemarks, you can add pictures by going to the **"Add"** menu and selecting **"Image Overlay."** You will be able to name the images and write descriptions for them just as you did for your placemarks.



Step 3: Save Your File and E-mail Your Contest Entry

- The first thing you will want to do is save your folder and files to your computer. Right click on your folder (or, for a single-button mouse, hold down the control key and click) and select **"Save as."** Save this file to your preferred location on your computer (we recommend your desktop). Make sure to note the name and location of your file so you can access it later.
- Now you're ready to send us your environmental story. You may submit your entry by e-mail (googleearthday@scholastic.com) or by downloading an entry form at www.scholastic.com/googleearthday and mailing it, along with a printout of the environmental story, to: Explore Your Earth Contest, c/o Scholastic Inc., P.O. Box 713, New York, NY 10013-0713.
- Right click on your folder (or, for a single-button mouse, hold down the control key and click) in the Google Earth Program. Scroll down the list and select **"E-mail..."**
- You will have a chance to select the e-mail program you'd like to use, and your file will automatically be attached to the e-mail you'll be sending.
- **E-mail your file to this address: googleearthday@scholastic.com.**
- In the body of the e-mail, you must include all of the following:
 - Your first name
 - Your last initial only (not last name)
 - Your age
 - Your parent's/legal guardian's e-mail address (**this is required to enter**)
 - A brief summary of the environmental story
- You will receive an e-mail letting you know we got your file.
- Your parent/legal guardian will receive an e-mail notifying him/her of your entry.
- **All entries must be e-mailed by 5/22/06. The winner will be notified by 6/20/06.**