



2020-2021 HIGH SCHOOL VIDEO CONTEST

★ FIRST PLACE ★ SECOND PLACE ★ THIRD PLACE ★
\$1,500 \$1,000 \$500

WWW.SONOMAWATER.ORG/VIDEO-CONTESTS

RUSSIAN RIVER WATERSHED ASSOCIATION

The Russian River Watershed Association is a coalition of eleven cities, counties, and special districts in the Russian River Watershed that have come together to coordinate regional programs for clean water, fisheries restoration, and watershed enhancement. The Russian River Watershed Association includes the cities of Cloverdale, Cotati, Healdsburg, Rohnert Park, Santa Rosa, Sebastopol and Ukiah; the Town of Windsor; the County of Mendocino; the County of Sonoma; and Sonoma Water.



KNOW WHERE

WATER GOES

THE CONTEST:

The winning videos will serve as public service announcements (PSA) and be featured on TV.

To win: Your video must teach the public the difference between our local storm drain system and the sanitary sewer system. You can create a newscast, skit, animation, commercial, reality television show, or even a music video. Let your imagination go wild, but please read all of the following instructions carefully!

SUBMISSION DEADLINE: 5:00PM, FRIDAY, APRIL 9TH, 2021

WHO MAY ENTER:

Students in grades 9th- 12th attending high school in Sonoma, southern Mendocino, or northern Marin counties.

ENTRY GUIDELINES:

- Length must be exactly 55 seconds (this includes the required closing scene).
- Entries can be an individual or team effort. Max of 5 students per video and one video entry per person.
- All entries must be student-created. No professional assistance accepted.
- Copyright material of any medium (music, images, video clips, etc.) is not allowed.
- Entries should be exported as a single file in the highest quality. Preferred formats include: **.mp4, .mpg, .wmv, .avi.**
- Entries can be submitted via: our online form, through a file sharing site such as sendspace.com, dropsend.com, or hightail.com, or on a USB drive. USB drives will not be returned. Multiple videos can be placed on one USB drive.
- DO NOT delete your original project file until the winners of the contest have been announced. If you place, you may be asked to make modifications to your entry.

CLOSING SCENE:

The closing scene must feature:

- The RRWA logo (please do not modify the logo from its original form)
- And the text: *"For more information about your water, please visit: www.rrwatershed.org"*

To download the logo, please visit the video contest homepage at: www.sonomawater.org/video-contests

FOR PAST WINNING VIDEOS AND MORE INFO:

www.sonomawater.org/video-contests

RELEASE FORM:

A completed release form must be submitted **for every contributor** involved in the production of the video. Please visit our website to download a copy of this form.

PSA JUDGING CRITERIA:

Entries will be judged by an independent review committee. Please consider the following:

- Does your PSA teach the audience the difference between our local storm drain system and the sanitary sewer system?
- Did you conduct research to make sure your facts are accurate? Please check the authenticity of every website you use.
- Did you include the tagline? ***"Know Where Water Goes"***
- Is your PSA entertaining, creative, and original?
- Is the audio and technical construction clear and of high quality? Please make sure your images are not blurry or pixelated.
- Is your text clear, visible, and easy for the audience to read?
- Did you include the proper closing scene?
- Did you fill out a release form for each person involved in the production of the video?

PRIZES:

Cash awards will be split with 50% of the prize money going to the individual(s) who submitted the video and 50% to the high school they attend.

QUESTIONS:

Contact Kory Hebner at:
Kory.Hebner@scwa.ca.gov

