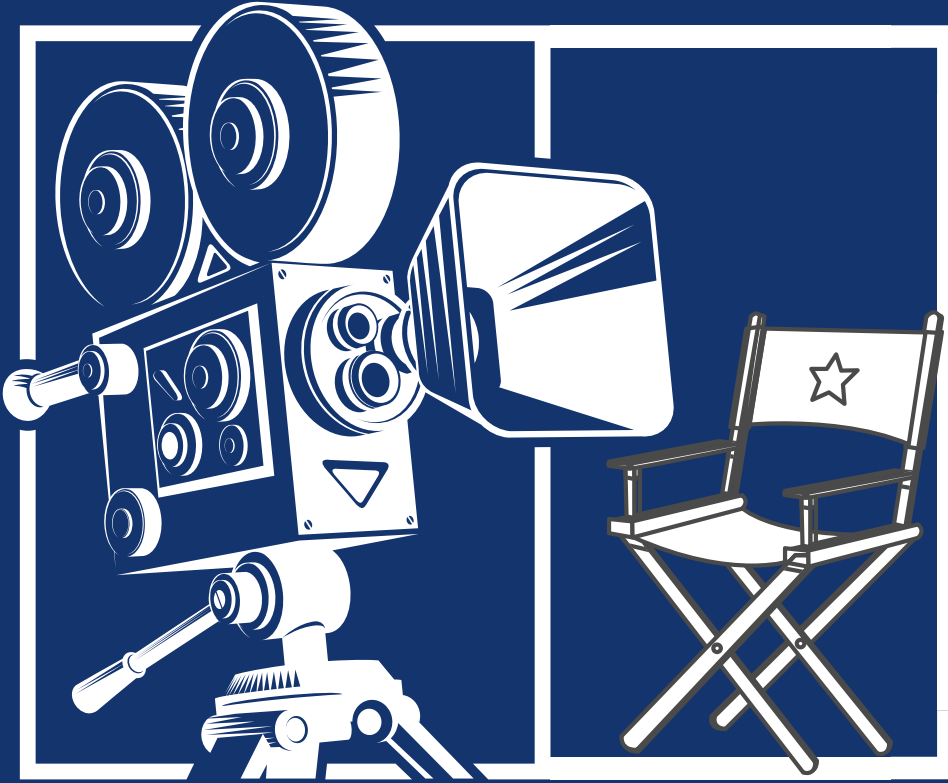


2023 HIGH SCHOOL VIDEO CONTEST



LAKE SONOMA
NOVEMBER 2022

SUBMISSION DEADLINE

17 APRIL
2023

Share **your** story. Voice **your** ideas. Create a 55-second video:

**HOW HAS DROUGHT IMPACTED YOU OR YOUR COMMUNITY?
HOW CAN WE BE MORE RESILIENT TO DROUGHT?**

SONOMAWATER.ORG/VIDEO-CONTESTS



FIRST PLACE

\$1,500

SECOND PLACE

\$1,000

THIRD PLACE

\$500



The Russian River Watershed Association is a coalition of ten 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, Santa Rosa, Sebastopol, and Ukiah; the Town of Windsor; the County of Mendocino; the County of Sonoma; and Sonoma Water.

THE CONTEST:

Create a 55-second public service announcement video answering **one or both** of the following prompts: **How has drought impacted you or your community? How can we be more resilient to drought?** The winning videos may be featured on TV, social media, or in movie theaters.

WHO MAY ENTER:

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

ENTRY GUIDELINES

- Your video must include the required closing scene and be exactly 55 seconds in length.
- 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 permitted.
- Entries should be exported as a single file in the highest quality. Preferred formats include: mp4, .mpg, .wmv, .avi.
- 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, visit: www.rrwatershed.org"

To download the logo, visit:

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.

VIEW PAST WINNING VIDEOS & ADDITIONAL INFORMATION

sonomawater.org/video-contests

JUDGING CRITERIA

- Does the video answer one or both of the questions in the prompt?
- Did you conduct research to make sure your facts are accurate? Please check the authenticity of every website you use.
- Is your video 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?

SUBMISSION DEADLINE IS MONDAY, APRIL 17, 2023

Entries can be submitted via our online form, or on a USB drive mailed to 404 Aviation Blvd., Santa Rosa, CA 95403.

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.

STUDENT SHOWCASE

Winning students and their families will be invited to celebrate at a special event honoring their work.

QUESTIONS

Contact Sarah Wickersham at Sarah.Wickersham@scwa.ca.gov