



Sonoma
Water


~ Student Informational Handout ~
**Russian River Watershed Association's
 2024 High School Video Contest**



Put a LID on it!

What is Low Impact Development (LID) and how can it protect the Russian River watershed?
 Help raise public awareness by creating a 55-second video on Low Impact Development (LID).

This video will serve as a PSA. A PSA, or a public service announcement, is a publication that helps change public attitudes and behaviors by raising awareness about an issue.

| <u>Entry Guidelines:</u> | <u>Submission Details:</u> | <u>Win Money!</u> |
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| <p>Your production must include the required closing scene and be exactly 55-seconds in length. All entries must be student created. Entries may not contain any copyrighted material and professional assistance is not allowed. Such use will result in an automatic disqualification.</p> <p>Each entry should be exported as a single file in the highest quality. Preferred formats include: .mp4, .mpg, .wmv, .avi.</p> <p>Entries can be submitted via our online form, a USB drive, or through a file sharing site such as sendspace.com, dropsend.com, or hightail.com. Multiple video entries can be placed on one USB drive. USB drives will not be returned.</p> | <p>Submission Deadline: Thursday, April 4th, 2024</p> <p>Submit your entry online at: sonomawater.org/2024videocontest</p>  <p>Or mail/deliver to: ATTN: Sarah Wickersham Sonoma Water 404 Aviation Blvd. Santa Rosa, CA 95403</p> | <p>First Place - \$1,500 Second Place - \$1,000 Third Place - \$500</p> <p>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.</p> |

Use this checklist to ensure you've included all the important criteria in your video.

- Does your video incorporate the slogan, "Put a LID on it!"?
 - Does your video address the prompt, "What is Low Impact Development (LID) and how can it protect the Russian River watershed?"
 - Did you research the topic to make sure your facts are accurate?
 - Is your video entertaining, creative, and original?
 - Is the audio and technical construction clear and of high quality? Make sure you have no pixelated images.
 - The last 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, visit the video contest homepage at: www.sonomawater.org/video-contests
- Did each person involved in the production of the video fill out a release form? Please submit forms together.
 - Did you label the video file with your last name(s)?
 - Did you follow ALL of the requirements listed at www.sonomawater.org/video-contests?
 - Please do NOT delete your original project file until the winners of the contest have been announced.

For full contest details and to view past winning videos, please visit: www.sonomawater.org/video-contests

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

Judging Rubric 2024 High School Video Contest

An 8-member judging panel including professionals in media and water industries will rate videos on the following criteria.

| Criteria | 4 points | 3 points | 2 points | 1 point |
|--|--|---|--|---|
| Connection to this year's theme: Put a LID on it! What is Low Impact Development (LID) and how can it protect the Russian River watershed? | The video shares a strikingly unique perspective and/or noteworthy idea/s related to the prompts. Viewer is left deeply engaged and wanting to learn more. | The video shares a perspective and/or ideas related to the prompts. Viewer is left engaged and wanting to learn more. | The video states a perspective or ideas but provides little explanation or context. Some introduced topics may distract from message. | The video does not address the prompt. Presentation is unclear. |
| Creativity and originality | Video is original, creative, and provides a unique and interesting approach. | Video has some original thought and is moderately creative. | Video has little original thinking. | Video has no original thinking. |
| Entertainment value | WOW! That is memorable, hilarious, or remarkable. Video captivates the audience. | I'll definitely remember this one! | Video is somewhat memorable. | Does not meet expectations. |
| Accuracy of the information | All information is clear, appropriate, and correct. Clear evidence of understanding and communicating content. | Subject knowledge is evident in much of the video. Most information is clear, appropriate, and correct. | Some subject knowledge is evident. Some information is confusing, incorrect, or flawed. | Subject knowledge is not evident. Information is confusing, incorrect, or flawed. |
| Composition | Video is well planned with smooth transitions and edits. Sound is expertly balanced and easy to hear. All sound and visual elements coincide with the video's message. | Video is well planned with competent edits. Sound is well balanced and easy to hear. Most sound and visual elements blend with video's message. | Video was somewhat planned. Transitions and edits are rudimentary. Sound is reasonably balanced. Some sound and visual elements are distracting. | Video is not well planned and has poor edits. Sound is of poor quality. Many sound and visual elements distract from the video's message. |