



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>
<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 align="center">Submission Deadline: Thursday, April 4th, 2024</p> <p align="center">Submit your entry online at: sonomawater.org/2024videocontest</p> <div align="center">  </div> <p align="center">Or mail/deliver to: ATTN: Sarah Wickersham Sonoma Water 404 Aviation Blvd. Santa Rosa, CA 95403</p>	<p align="center">First Place - \$1,500 Second Place - \$1,000 Third Place - \$500</p> <p align="center">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.