

RUSSIAN RIVER WATERSHED ASSOCIATION 2011 WATER AWARENESS VIDEO CONTEST



PET WASTE

KEEP PET WASTE FROM
POLLUTING OUR WATERWAYS

WHO MAY ENTER:

STUDENTS IN GRADES 9 - 12 ATTENDING HIGH SCHOOL IN SONOMA, SOUTHERN MENDOCINO OR NORTHERN MARIN COUNTIES.
ENTRIES CAN BE A TEAM OR INDIVIDUAL EFFORT. LIMIT ONE ENTRY PER PERSON.

ENTRY GUIDELINES:

EACH ENTRY MUST BE SUBMITTED ON TWO STANDARD DVD'S

1) PLAYABLE DVD WITH NO MENUS 2) MOVIE FILE (PREFER .MPG .WMV .AVI)

ALL ENTRIES MUST BE BETWEEN THIRTY (30) SECONDS AND ONE (1) MINUTE IN LENGTH
NO PROFESSIONAL ASSISTANCE OR USE OF COPYRIGHT MATERIAL IS ALLOWED.

SUCH USE WILL RESULT IN AN AUTOMATIC DISQUALIFICATION.

CASH AWARDS

1ST PLACE \$ 1500

2ND PLACE \$ 1000

3RD PLACE \$ 500

ENTRY FORM:

A COMPLETED ENTRY FORM MUST BE TURNED IN FOR EACH STUDENT WITH EACH VIDEO. PLEASE LABEL DVD'S WITH THE NAMES OF THOSE SUBMITTING THE VIDEO, HIGH SCHOOL AND PHONE NUMBER.

JUDGING CRITERIA:

ENTRIES WILL BE JUDGED BY AN INDEPENDENT REVIEW COMMITTEE USING THE FOLLOWING CRITERIA:

- ◆ INCORPORATION OF "PET WASTE" MESSAGE ◆
- ◆ CREATIVITY - ORIGINALITY ◆ ENTERTAINMENT VALUE ◆ ACCURACY OF INFORMATION ◆
- ◆ COMPOSITION (LENGTH, TECHNICAL CONSTRUCTION, AUDIO QUALITY) ◆

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. AN AWARDS PRESENTATION WILL BE HELD IN LATE APRIL.

SUBMISSION DEADLINE IS MARCH 18, 2011 POSTMARKED OR DELIVERED BY 5:00 PM TO CARY OLIN AT THE SONOMA COUNTY WATER AGENCY, 404 AVIATION BOULEVARD, SANTA ROSA 95403. QUESTIONS? CALL CARY AT 707. 521-6211.

THE RUSSIAN RIVER WATERSHED ASSOCIATION IS AN ASSOCIATION OF NINE 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 AND UKIAH; THE TOWN OF WINDSOR; THE COUNTY OF SONOMA; AND THE SONOMA COUNTY WATER AGENCY