Russian River Watershed Association

2015 Water Awareness High School Video Contest

Your public service announcement (PSA) should feature a ***creative*** way to communicate the importance of keeping pollutants out of our creeks. 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!

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)

Your production must be between 30 seconds and 1 minute in length. No professional assistance or use of copyright material is allowed. (Such use will result in an automatic disqualification.)

Entry Form:

A completed entry form must be submitted ***for every student*** involved in the production of the video. Please label DVD's with the names of those submitting the video, the title of the video, and the name of your high school.

Prizes:

First Place ★ $1,500
Second Place ★ $1,000
Third Place ★ $500

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 on Thursday, April 23rd, 2015.

PSA Judging Criteria:

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

- Is the theme, "***Water Conservation for Creek Preservation"*** the main topic of your video?
- Are your facts accurate?
- Does your video empower the audience to take action?
- Is the video the right length and format?
- Is the audio and technical construction clear and of high quality?
- Is it entertaining? Is it creative and original?
- Did you fill out an entry form for each person involved in the production of the video and include a creative title?

Submission Deadline is Friday, March 13th, 2015

Must be postmarked or delivered by 5:00 p.m. to Kory Hebner at the Sonoma County Water Agency 404 Aviation Boulevard, Santa Rosa, CA 95403
Questions? Contact Kory at 707- 521-6204 or Kory.Hebner@scwa.ca.gov

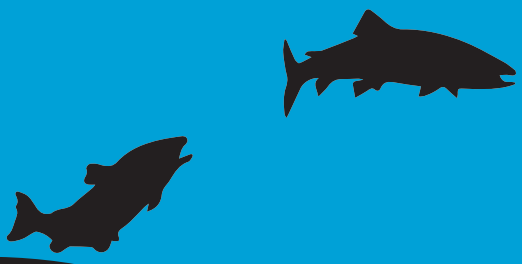
The Russian River Watershed Association is an association of eleven cities, counties and special districts in the Russian River Watershed that have come together to coordinate regional programs for clean water, fisheries restoration and watershed enhancement. The Russian River Watershed Association includes 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 the Sonoma County Water Agency.

RRWA
RUSSIAN RIVER WATERSHED ASSOCIATION

For past winning videos and more info:
www.scwa.ca.gov/video-contests

Water Conservation for Creek Preservation

2015 Video Contest



★ First ★ Second ★ Third ★

$1,500 $1,000 $500