



2016 High School Video Contest

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

RUSSIAN RIVER WATERSHED ASSOCIATION

Help keep cigarette
butts out of our
creeks and rivers!



Russian River Watershed Association

2016 Water Awareness High School Video Contest

The video you create will serve as a public service announcement (PSA).

Your video should feature a **creative** way to communicate the importance of keeping cigarettes out of our waterways. 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.

Submission Deadline is Friday, March 18th, 2016

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 a coalition 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.

PSA Judging Criteria:

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

- Is the theme, "**No Butts, Pick it Up!**" the main topic of your video?
- Did you teach the audience why it is important to prevent cigarettes from entering our creeks and rivers?
- 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?

The last scene must feature:

- The RRWA logo (please do not modify the logo from its original form)
- And the text: "For more ways to prevent water pollution, please visit www.rrwatershed.org"

To download the logo, please visit the video contest homepage at: www.scwa.ca.gov/video-contests

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. An awards presentation will be held on Thursday, April 28th, 2016.



The minimum age to buy tobacco in California is 18. No underage smoking or cigarette brand names may be shown.

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

