

Russian River Watershed Association

2016 Water Awareness High School Video Contest

Be creative!
 Create a newscast,
 skit, animation,
 commercial, reality
 TV show, or even a
 music video.

Create a public service announcement about why it's important to prevent cigarettes from entering our creeks and rivers: **"No Butts, Pick it Up!"**

"Be the change
 you wish to see
 in the world."
 - Mahatma Gandhi

A PSA, or a public service announcement, is a short film that helps change public attitudes and behaviors by raising awareness about a social issue.

<p>Each entry must be submitted on two standard DVD's:</p> <ul style="list-style-type: none"> Playable DVD with no Menus Movie file (Prefer: .mpg .wmv .avi) <p>Your production must be between 30 seconds and 1 minute in length.</p> <p>No professional assistance or use of copyright material is allowed. (Such use will result in an automatic disqualification.)</p>	<p>Submission Deadline: Friday, March 18th, 2016</p> <p>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</p> <p>www.scwa.ca.gov/video-contests</p>	<p>First Place - \$1,500</p> <p>Second Place - \$1,000</p> <p>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> <p>An awards presentation will be held on Thursday, April 28th, 2016.</p>
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Student Checklist

- Does your PSA teach the audience why it is important to prevent cigarettes from entering our creeks and rivers?
- Does your PSA teach the audience how to prevent cigarettes from entering our waterways?
- Did you research the topic to make sure your facts are accurate?
- Does your PSA provide tips and guidelines that can 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 your PSA entertaining?
- Is your PSA creative and original?
- Did you give your PSA a unique and creative title?
- Did you fill out an entry form for every person involved in the production of the video?
- Did you label the DVDs with the names of those submitting the video, the title of the video, and the name of your high school?

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

Questions? Contact Kory at 707- 521-6204 or Kory.Hebner@scwa.ca.gov

