



**LITTER
TO ZERO,
BE A WATER
HERO!**



**2019 HIGH SCHOOL
VIDEO CONTEST**



★ **FIRST PLACE** ★ **SECOND PLACE** ★ **THIRD PLACE** ★

\$1,500 **\$1,000** **\$500**

WWW.SONOMAWATER.ORG/VIDEO-CONTESTS

RUSSIAN RIVER WATERSHED ASSOCIATION

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 Sonoma Water.



★ LITTER TO ZERO, BE A WATER HERO! ★

The winning videos will serve as public service announcements (PSA) and be featured on TV and in movie theaters. **To win:** Your video must teach the public how to prevent litter from entering 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 9th- 12th attending high school in Sonoma, southern Mendocino, or northern Marin counties.

ENTRY GUIDELINES:

- Length must be exactly 55 seconds (this includes the required closing scene).
- Entries can be an individual or team effort. Max of 5 students per video and one video entry per person.
- All entries must be student-created. No professional assistance accepted.
- Copyright material of any medium (music, images, video clips, etc.) is not allowed.
- Entries should be exported as a single file in the highest quality. Preferred formats include: .mp4, .mpg, .wmv, .avi.
- Entries can be submitted via: our online form, on a USB drive, a DVD, or through a file sharing site such as sendspace.com, dropsend.com, or hightail.com. USB drives will not be returned. Multiple videos can be placed on one USB drive.
- DO NOT delete your original project file until the winners of the contest have been announced. If you place, you may be asked to make modifications to your entry.

CLOSING SCENE:

The closing 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, please visit the video contest homepage at: www.sonomawater.org/video-contests

RELEASE FORM:

A completed release form must be submitted **for every contributor** involved in the production of the video. Please visit our website to download a copy of this form.

PSA JUDGING CRITERIA:

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

- Does your PSA teach the audience how litter ends up in the Russian River?
- Does your PSA creatively and effectively inform the audience how to prevent different types of litter?
- Did you conduct research to make sure your facts are accurate? Please check the authenticity of every website you use.
- Did you include the tagline? **"Litter to Zero, Be a Water Hero!"**
- Is your PSA entertaining, creative, and original?
- Is the audio and technical construction clear and of high quality? Please make sure your images are not blurry or pixelated.
- Is your text clear, visible, and easy for the audience to read?
- Did you fill out a release form for each person involved in the production of the video?

SUBMISSION DEADLINE IS FRIDAY, APRIL 12TH, 2019

Submissions must be delivered by 5:00 p.m. to Kory Hebner at Sonoma Water, 404 Aviation Boulevard, Santa Rosa, CA 95403.

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.

FOR PAST WINNING VIDEOS AND MORE INFO:

www.sonomawater.org/video-contests

QUESTIONS:

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

