


~ Student Informational Handout ~
**Russian River Watershed Association's
 2023 Water Awareness High School Video Contest**



***How has drought impacted you or your community?
 How can we be more resilient to drought?***

Help raise public awareness by creating a
 55-second video PSA on drought.

*A PSA, or a public service announcement, is a publication that helps
 change public attitudes and behaviors by raising awareness about an issue.*

<u>Entry Guidelines:</u>	<u>Submission Details:</u>	<u>Win Money!</u>
<p>Your production must include the required closing scene and be exactly 55 seconds in length. All entries must be student created. Entries may not contain any copyrighted material and professional assistance is not allowed. Such use will result in an automatic disqualification.</p> <p>Each entry should be exported as a single file in the highest quality. Preferred formats include: .mp4, .mpg, .wmv, .avi.</p> <p>Entries can be submitted via our online form, a USB drive, or through a file sharing site such as sendspace.com, dropsend.com, or hightail.com. Multiple video entries can be placed on one USB drive. USB drives will not be returned.</p>	<p>Submission Deadline: Monday, April 17th, 2023</p> <p>Submit your entry online at: sonomawater.org/2023-video-contest</p>  <p>Or mail/deliver to: ATTN: Sarah Wickersham Sonoma Water 404 Aviation Blvd. Santa Rosa, CA 95403</p>	<p>First Place - \$1,500 Second Place - \$1,000 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>

Use this checklist to ensure you've included all the important criteria in your video.

- ☐ Does your PSA answer one **or** both of the questions in the prompt?
- ☐ Did you research the topic to make sure your facts are accurate?
- ☐ Is your PSA entertaining, creative, and original?
- ☐ Is the audio and technical construction clear and of high quality? Make sure you have no pixelated images.
- ☐ The last 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
- ☐ Did each person involved in the production of the video fill out a release form? Please submit forms together.
- ☐ Did you label the video file with your last name(s)?
- ☐ Did you follow ALL of the requirements listed at www.sonomawater.org/video-contests?
- ☐ Please do NOT delete your original project file until the winners of the contest have been announced.

For full contest details and to view past winning videos, please visit: www.sonomawater.org/video-contests

Questions? Contact Sarah Wickersham at Sarah.Wickersham@scwa.ca.gov