



PSA ELIGIBILITY

This Public Service Announcement (PSA) Contest is part of the P3 Eco-Challenge for schools. Your school **must** enter this year’s P3 Eco-Challenge in order for your PSA Entry to be eligible for consideration. It does not matter which school category your school enters. Your school will receive 10 bonus points added to your overall P3 score for entering the PSA Contest. However, your school does not have to enter a PSA to be eligible to enter the P3 Eco-Challenge.

BACKGROUND

Create a: 60 second PSA rap music video with the focus “*The answer is nature*”. This contest seeks to inspire and empower students to educate others about the importance of nature in water conservation. The winning school will win a water bottle filler and the winning team will win an additional prize.



DUE DATE: MARCH 4, 2019 (note that this due date is before the P3 Eco-Challenge due date)

PRIZES

The winning school will win a water bottle filler (similar to the one on the right) and the winning team will win an additional prize. The winning PSA will be announced at the P3 Eco-Challenge Awards ceremony.

RULES

Public service announcements (PSA) should be in the rap genre and have a creative way to communicate the importance of conserving water through visually showing the central message is that nature-based solutions, such as planting trees to replenish forest and create canopy in urbanized areas, restoring wetlands and coastal areas, and creating green infrastructure, are sustainable and cost-effective ways to help rebalance the water cycle, mitigate the effects of climate change and improve human health.

WHO MAY ENTER

Any student in Broward County Public Schools (BCPS) – charter schools please see P3 Eco-Challenge eligibility in browardschools.com/p3. Entries can be an individual or team. Limit one entry per person/team. Limit of 3 entries per school – please submit your school’s top 3 entries – if we receive more than 3 entries, we will return them to the school for you to choose the top 3. Previous first place school winners are eligible to apply after two years.

HOW MUCH HELP CAN STUDENTS RECEIVE

Teachers, parents, and community members are encouraged to be resources and can participate but the bulk of the project must be student work.

NON-PERMISSIBLE CONTENT

PSA's should not encourage violence, profanity, gangs, sex or drug activity. Standards of conduct for BCPS should be followed.

ENTRY GUIDELINES

The video must be no more than 60 seconds in length. No professional assistance use of copyright material is allowed. Everyone involved in the video must have a waiver signed to have photo/video released. All students under 18 years old participating in the contest must have their parents/guardians sign the waiver.

PSA JUDGING CRITERIA

The following criteria will be used when judging the videos:

- Is it in the rap genre?
- How well is the theme, "Nature for Water" expressed?
- Does your video empower the audience to take action?
- Is the video the right length?
- Is the video in the right format (avi or mp4)?
- Is the audio and technical construction clear and of high quality?
- Is it entertaining? Is it creative and original?
- Did you include a creative title, including your school name?

ENTRY FORM

A complete entry form must be submitted for each team with every student involved in the production of the video.

Please include participant names and your school name after the title of your video.

VIDEO PRODUCTION TIPS

GET INSPIRED

Check out examples of musical PSAs on internet sites such as YouTube and other websites. For example, you can create rewrite the lyrics to songs or create your own.

SCRIPT AND STORYBOARD

Once you have an idea how you want to present water conservation, create a script and storyboard for your video. The script gives you an outline to the production and all the content that you'll cover. The storyboard allows you to visually plan the video on paper. Check out Storyboard Pro (atomiclearning.com/storyboardpro) for more info.

PERMISSIONS AND RELEASES

Before you begin filming your video, ensure you have all the necessary copyright forms and releases signed.

FILMING

Before you begin filming you'll want to plan each shot. Take time to review an area you plan to film, paying attention to the background and noise levels.

EDITING

Editing is important. You may spend more time editing than filming.

CONTACT

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NatureScape Broward Water Conservation Specialist
Environmental Protection And Growth Management Department
Broward County Environmental Planning And Community Resilience Division

DUE DATE: MARCH 4, 2019 (note that this due date is before the P3 Eco-Challenge due date)

2018-19 "Nature for Water" PSA Contest

DUE DATE: MARCH 4, 2019

Entry, Use and Release Form

Please note: **All entrants (cast and crew) must complete the media release form (see next page).** Also, all individuals who appear in the PSA must have a media release form, either from the attached form or the Broward County Public Schools (BCPS) media release form from the BCPS Student Handbook signed by the student's guardian/parent in the school and released if requested by the media or other members of the public (i.e., public records requests). Email a copy of completed media release form(s) with your entry(ies) to p3challenge@browardschools.com by the due date. Videos without completed media release form(s) will not be judged. In your email under Subject, clearly state that it is for the PSA Contest.

Entry Form

Name of person completing this form: _____

Title: _____

School: _____

Address: _____

City: _____ Zip: _____

Email: _____

Video Title: _____

Brief summary of the video: _____

Video Link: _____

Please upload your video to your OneDrive, Google drive or Dropbox and provide the link above.

Formats accepted: avi or mp4 (if we can't open to view it, we won't be able to judge it)

____ Uploaded to OneDrive, Google Drive or Dropbox and link provided above

____ Emailed video to p3challenge@browardschools.com (please include information above in your email (so we know who submitted it and from which school)

Cast and crew (name and title) – add another page if needed:

2018-19 "Nature for Water" PSA Contest

By signing this form, the author assigns to Broward County Public School District, and Broward County the nonexclusive permission to use, copy, and distribute the submitted video for public information and/or educational purposes. The permission granted includes permission to alter or edit the video. The author acknowledges that any awarded receipt of a prize and/or money constitutes payment in full for this permission, without further consent or compensation. The author acknowledges that no copyrighted materials have been used in the video.

I give permission or if a parent of a child under 18 years old, I will permit my student to be photographed, filmed or interviewed by the news media or by the School District to promote Broward County Public Schools and Broward County.

I give permission or if a parent of a child under 18 years old, I will permit my student to be photographed, videotaped or interviewed for school publications, such as school yearbooks, school newspapers, class pictures, or other school communications tools. I understand the District is required to release this information if requested by the media or other members of the public (i.e., public records requests).

Print your full name (person involved in the video): _____

School: _____

Your title, or teacher's name: _____

Video Title: _____

If you're over 18 years old:

Individual's Signature Date

OR

If you're a student under 18 years old:

Print your full name (the person signing this form): _____

Parent / Guardian Signature Date