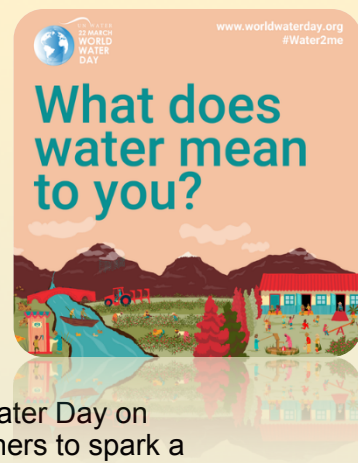


2020-2021 “#Water2me” Water Conservation PSA Contest



BACKGROUND

Create a 60 second PSA with the focus “#Water2me” in celebration of World Water Day on March 22, 2021. This contest seeks to inspire and empower students to inspire others to spark a conversation about what water means to us. The winning individual/team will win and the winning school will win prizes from Uncommon Goods.

DUE DATE: MARCH 2, 2021

PRIZES

The winning individual/team and the winning school will win an additional prize from Uncommon Goods. The winning PSA will be announced at the P3 Eco-Challenge Awards ceremony.

RULES

Public service announcements (PSA) should have a creative way to communicate the importance of water.

How is water important to your home and family life, your cultural practices, your wellbeing, your local environment?

For example:

- In households, schools and workplaces, water can mean health, hygiene, dignity and productivity.
- In cultural, religious and spiritual places, water can mean a connection with creation, community and oneself.
- In natural spaces, water can mean peace, harmony and preservation.

WHO MAY ENTER

Any student in Broward County Public Schools (BCPS). 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 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 60 seconds in length or less. No professional assistance or use of copyright material is allowed. All students participating in contest must sign waiver to have photo/video released.

PSA JUDGING CRITERIA

The following criteria will be used when judging the videos:

- How well is the theme, “**#Water2me**” expressed?
- Is the video the right length?
- Is the video in the right format (avi or mp4)?
- Is it entertaining?
- Is it creative and original?

Bonus 5 points:

- Share your thoughts on social media about water means to you.
- Tag your post with #Water2me , #browardstem and #NatureScapeBroward

ENTRY FORM

A complete entry form must be submitted for each team with every student involved in the production of the video. Entry forms and videos should be sent to mangelotti@broward.org .

Please include participant names after the title of your video.

VIDEO PRODUCTION TIPS

GET INSPIRED

Check out examples of PSAs on internet sites such as YouTube and other websites.

SCRIPT AND STORYBOARD

Once you have an idea how you want to present your views, 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

Maena Angelotti - mangelotti@broward.org

Program Coordinator

Environmental Protection and Growth Management Department

Broward County Environmental Planning and Community Resilience Division

DUE DATE: MARCH 2, 2021

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) to mangelotti@broward.org by the due date. You will then be sent a link to send your video to a onedrive. 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: _____

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

____ Emailed to mangelotti@broward.org (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:

–

2020-2021 Water Conservation 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