

STUDENT VIDEO CONTEST



GOALS

- Create a public service announcement (PSA) to educate the public on stormwater and water pollution issues.
- Inform the viewers of simple things they can do to prevent water pollution and improve water quality.
- Build awareness of 'Only Rain Down the Storm Drain'

CONTEST DATES

Contest Opens: March 20, 2021

Contest Closes: **May 15, 2021**

Winners Announced: August 4, 2021 and All entries will be shown at the annual Berks County, State of the Environment dinner, November 2021

CONTEST INFORMATION

STEP 1:

Find your age group

| GROUP 1 | GROUP 2 |
|--|---|
| Elementary School Students Middle School Students | High School Students Community College Students College/University Students |

STEP 2:

Decide the type of video you want to make

| CATEGORY 1 | CATEGORY 2 |
|---|---|
| ANIMATED VIDEOS | RECORDED VIDEOS |
| <ul style="list-style-type: none"> • Video is a series of images or animation that is narrated by voice or by text on the screen. • The video does not contain actual people or images of people. | <ul style="list-style-type: none"> • Video includes people, animals and other scenes recorded by the applicant. • The video can include talking audio, directly recorded from the person on screen, and/or narration that has been added. • Persons appearing in the video require a signed release form to be submitted with the video. |

STEP 3:

Pick a topic

| SUGGESTED VIDEO TOPICS |
|--|
| <ul style="list-style-type: none"> • What is a Watershed • How do Pollutants Impact Streams, Rivers and Lakes • What is Illegal Dumping • How to Properly Dispose of Household Hazardous Waste (<i>examples: paint cans, motor oil, household cleaners</i>) • What do you like best about your local Creek or Watershed |

STEP 4:

HAVE LOTS OF FUN!

STUDENT VIDEO CONTEST

CONTEST INFORMATION

- Multiple video entries are allowed. Entries must be of different topics.
- The video should include at least one idea for a sustainable solution for improving water quality
- The video should inspire the audience to change behaviors or bad habits that cause water pollution
- Videos can be funny or serious, as long as they discuss a water quality topic and provide a solution
- **Submissions will be judged on the following criteria:**
 - **Creativity and Originality**
 - **Message Content**
 - **Submission met contest rules and video requirements**

USE OF VIDEOS

- Entries are to be part of a public education and outreach program on stormwater management. The videos will be posted to the Berks County MS4 Steering Committee website.
- Video entries will be made available to all of its members, which include Townships, Boroughs and School Districts in Berks County. Videos shall be used by members as educational tools to the general public.
- Cell phones, tablets and Go Pros are typical devices anticipated for use in making video clips
- Use of video editing Apps are anticipated, but not required. There are many free apps available for Android and iPhone devices.
- Applicants are to use devices they currently have available and own. The contest does not reimburse applicants for purchasing new devices, video equipment or for downloading fee based apps.

VIDEO REQUIREMENTS

- Video length is two minutes (2:00) maximum
- Videos shall use the highest resolution when possible, but have a minimum resolution of:
 - 1280x720 for 16:9 aspect ratio
 - 640x480 for 4:3 aspect ratio
- Video format to be MPV or MOV
- Video file size is a maximum 4 GB
- The above requirements are compatible with social media site requirements, such as Facebook and YouTube

CONTEST RULES

- ALL entrants must reside or attend schools within Berks County, Pennsylvania
- Entrants must complete the entry form and provide valid contact information. Entrants under the age of 18 must have a legal guardian co-sign the entry form
- If the video includes on-screen people, each person appearing in the video must fill out a contest release form.
- Entrants must agree to the terms and conditions, or the agreement of a legal guardian must be obtained if the entrant is a minor.
- A separate entry form must be submitted with each video submission.
- The video must be of the entrant's original creation. No copyrighted music, video, or images may be used.
- Videos may not contain violence, profanity, direct attacks on individuals or organizations.
- Entries deemed offensive will be disqualified.
- The video must not infringe on third party rights.

- Entrant further irrevocably gives the Berks County MS4 Steering Committee, their agents and assigns, the right and permission to copyright and/or publish, reproduce or otherwise use the entrant's video for educational purposes and for any other lawful purpose. Entrant hereby relinquishes all right, title and interest.

Before you submit your entry, check the following...

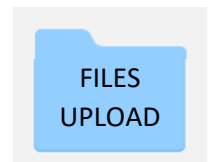
- ✓ **All entries must be submitted by May 15, 2021**
- ✓ Did you fill out the entry form?
- ✓ Did you fill out a release form for each person appearing in your video?
- ✓ Did you provide us with all the information needed to contact you?
- ✓ Did you have fun making the video?

To Submit:

- 1) Go to the Google link below and create a folder with your name

<https://drive.google.com/drive/folders/1L1Opr8I-Ak-TcBsGij1-anPNBpJ8SDWE?usp=sharing>

- 2) Upload your video file and the entry form into your folder
- 3) Committee members will move the folder to a secure file location
- 4) For multiple video entries – a new folder and upload is required for each submission



The PSA videos will be made available to Berks County MS4 Steering Committee members for posting on websites, social media (Facebook), school districts and to watershed organization uses. Credit will be given to the author(s).

QUESTIONS OR ISSUES WITH UPLOADING YOUR VIDEO ENTRY

Send an email to one of the contacts listed below.

We will help answer any questions and assist you in getting entries uploaded.

Christine Mildner

Vice Chairperson,

Berks County MS4 Steering Committee

cmildner@barrissett.com

Ashley Showers

Assistant Director, Berks Planning Commission

ashowers@countyofberks.com

VIDEO CONTEST ENTRY FORM

Please read the attached contest rules carefully when completing the entry form. Print or type all information clearly. All entry forms must be completed in full and signed. Failure to do so will result in disqualification. If I am under the age of eighteen (18), Entrant's parents and/or legal guardians hereby consent, jointly and severally, to the terms of this Agreement and by signing this document, represent that they have the legal authority to do so.

ENTRANT/PARTICIPANT'S NAME: _____

ADDRESS: _____

PHONE NUMBER: _____ SCHOOL NAME & GRADE: _____

EMAIL ADDRESS: _____

PICK A GROUP:

- Group 1 – Elementary & Middle School Student
- Group 2 – High School, Community College & College/University Student

PICK A CATEGORY:

- Category 1 – Animated Video
- Category 2 – Recorded Video

IDENTIFY YOUR VIDEO TOPIC:

- What is a Watershed How do Pollutants impact streams, rivers, and lakes
- What is Illegal Dumping How to properly dispose of Household Hazardous Waste
- What do you like best about your local creek or watershed

VIDEO TITLE: _____

BY MY SIGNATURE BELOW, I HEREBY ACKNOWLEDGE THAT I HAVE READ, UNDERSTAND AND AGREE TO THE TERMS AND PROVISIONS OF THIS AGREEMENT, AND CERTIFY THAT I AM THE PRODUCER AND EDITOR OF THIS VIDEO.

ENTRANT/PARTICIPANT'S SIGNATURE: _____ DATE: _____

LEGAL GUARDIAN'S SIGNATURE: _____ DATE: _____

INCLUDE THIS COMPLETED FORM WITH YOUR VIDEO SUBMISSION

RELEASE FORM FOR PERSON APPEARING IN VIDEO

Entrant/Participant wishes to participate in the Berks County MS4 Steering Committee - PSA Video Contest. We have read the Contest Rules, agree to the terms and conditions of the Contest Rules, and further agree to comply fully with the letter and the spirit of all Contest Rules.

We give our permission to the Berks County MS4 Steering Committee to use the video for educational and promotional purposes, including public relations, website views, and circulation by its members. We understand the Committee has the right to touch up all entries or to add text, effects and alter the entrants artwork in any way deemed necessary by the Berks County MS4 Steering Committee for use. Entrant/Participant agrees that all representations of the entry are true and not fictitious. Entries submitted will not be returned.

VIDEO SUBMISSION PROVIDED BY:

ENTRANT NAME: _____

VIDEO TITLE: _____

PERSON APPEARING IN THE PSA VIDEO:

NAME: _____

ADDRESS: _____

PHONE NUMBER: _____ SCHOOL NAME & GRADE: _____

EMAIL ADDRESS: _____

BY MY SIGNATURE BELOW, I HEREBY ACKNOWLEDGE THAT I HAVE READ, UNDERSTAND AND AGREE TO THE TERMS AND PROVISIONS OF THIS AGREEMENT AND RELEASE.

ENTRANT/PARTICIPANT'S SIGNATURE: _____ DATE: _____

LEGAL GUARDIAN'S SIGNATURE: _____ DATE: _____

ALL CATEGORY 2 VIDEO SUBMISSIONS REQUIRE A RELEASE FORM

INCLUDE THIS COMPLETED FORM WITH THE SUBMISSION