

Water Conservation PSA Contest

BACKGROUND

Create a 30 second PSA video with the focus #watermatters – Water Conservation: what students can do? This contest seeks to inspire and empower students to educate others about the importance of water conservation. What does every day water conservation look like to you? Must show water conservation-minded behavior happening at schools and include water conservation facts.

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.



RULES

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

WHO MAY ENTER

Any student in BCPS. Entries can be an individual or team. Limit one entry per person/team.

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 30 seconds in length. 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, " #watermatters – Water Conservation: what students can do, expressed?"
- Are your facts accurate?
- Does your video empower the audience to take action?
- Is the video the right length?

- 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?

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 after the title of your video.

VIDEO PRODUCTION STEPS IDEAS

GET INSPIRED

Check out examples of PSAs on internet sites such as YouTube and other websites. For example, you can create a video in the form of a newscast, skit, animation, commercial, reality television show, or even a music video.

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

Maena Angelotti - mangelotti@broward.org
NatureScape Broward Water Conservation Specialist
Florida Water Star Accredited Professional In Irrigation
Environmental Protection And Growth Management Department
Broward County Environmental Planning And Community Resilience Division

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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 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). Pony all completed form(s) to Rebecca Malones, KCW 12th Floor before the competition ends.

Entry Information

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 TeacherTube and provide the link above – you can also add this link inside your P3 application. Or teachers, upload the video to your OneDrive, Google drive or Dropbox and share with Rebecca Malones – rebecca.malones@browardschools.com.

____ Uploaded to TeacherTube and link provided above ____ Shared video with Rebecca Malones

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

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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: _____

School: _____

Your title, or teacher's name: _____

Video Title: _____

Individual's Signature

Date

If you're a student under 18 years old:

Parent / Guardian (print) Parent / Guardian Signature

Date