

Water Conservation PSA Contest 2016-2017

1 BACKGROUND

The Water Conservation Programs of the City of Calistoga, City of Napa, Town of Yountville, City of St. Helena, City of American Canyon, Napa County and Napa County Conservation Resource District are sponsoring a video contest for High School Students of Napa County. The winning video will be used as a public service announcement at Cameo Cinemas and Century Napa County. The PSA focus is *Reimagine your yard: conserving water outdoors*.

2 RULES

Public service announcements (PSA) should feature a creative way to communicate the importance of conserving water. You can create a newscast, skit, animation, commercial, reality television show, or even a music video. Let your imagination go wild, but please read all of the following instructions carefully.

2.1 WHO MAY ENTER

All 9th - 12th grade students enrolled in high school in Napa County. Entries can be an individual or team. Limit one entry per person.

2.2 HOW MUCH HELP CAN STUDENTS RECEIVE

Teachers, parents, and community members are encouraged to be resources and can participate as actors, but the project must be student work (scripts, camera work, editing and production). Outside help must be limited to showing students how to do a task while never actually performing the task.

2.3 NON-PERMISSIBLE CONTENT

Violence, profanity, gangs, sex and drug activity are not allowed

2.4 ENTRY GUIDELINES

The video must be exactly 30 seconds in length. Videos over 30 seconds in length will be disqualified. No professional assistance or use of copyright material is allowed. Such use will result in an automatic disqualification. Entries must be submitted to Dropbox in a .mov file.

2.5 PSA JUDGING CRITERIA

The following criteria will be used when judging the videos:

- Is the theme, the main topic of your video?
- Are your facts accurate?
- Does your video empower the audience to take action?
- Is the video the right length and format?

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- Is the audio and technical construction clear and of high quality?
- Is it entertaining? Is it creative and original?
- Did you fill out an entry form for each person involved in the production of the video and include a creative title?

2.6 ENTRY FORM

A complete entry form must be submitted for every student involved in the production of the video. Please include participant names after the title of your video.

2.7 SUBMISSION DEADLINE IS FRIDAY, MARCH 10, 2017

3 VIDEO PRODUCTION STEPS

3.1 GET INSPIRED

Check out examples of PSAs on YouTube and watch the Russian River Watershed Agency PSA video winners.

3.2 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.

3.3 PERMISSIONS AND RELEASES

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

3.4 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.

3.5 EDITING

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

4 ADDITIONAL GUIDANCE

4.1 HELPFUL WEBSITES:

www.ConserveCalistoga.org

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www.naparcd.org

<http://naparcd.org/resources-documents/understanding-watersheds/>

<http://naparcd.org/resources-documents/conservation-practices/>

www.Drought.gov

<http://www.water.ca.gov/>

<http://www.climatechange.ca.gov/adaptation/water.html>

www.saveourwater.com

<http://sunsetwesterngardencollection.com/>

<http://dailyacts.org/>

<http://ucanr.edu/sites/ucmgnapa/>

4.2 FILM-EDITING TUTORIALS:

Final Cut Pro, iMovie, and other film-editing programs should have tutorials and manuals.

4.3 KEY TERMS (TAKEN FROM MYPSCONTEST.COM)

Attribution

The acknowledgement that something came from another source. The following sentence properly attributes an idea to its original author: Jack Bauer, in his article "Twenty-Four Reasons not to Plagiarize," maintains that cases of plagiarists being expelled by academic institutions have risen dramatically in recent years due to an increasing awareness on the part of educators.

Citation

A short, formal indication of the source of information or quoted material. The act of quoting material or the material quoted.

Common Knowledge

Information that is readily available from a number of sources, or so well-known that its sources do not have to be cited. The fact that carrots are a source of Vitamin A is common knowledge, and you could include this information in your work without attributing it to a source. However, any information regarding the effects of Vitamin A on the human body is likely to be the product of original research and would have to be cited.

Copyright

A law protecting the intellectual property of individuals, giving them exclusive rights over the distribution and reproduction of that material.

Fair Use

The guidelines for deciding whether the use of a source is permissible or constitutes a copyright infringement. The criteria for deciding whether information you have used falls under fair use include the nature of your use, the amount you've used, and the effect of the use on the source.

Intellectual Property

A product of the intellect, such as an expressed idea or concept that has commercial value.

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Misappropriation

The use of a person's name or likeness for commercial purposes without consent is misappropriation. The law protects an individual from being exploited by others for their exclusive benefit. A person's entire name need not be used. If the person could reasonably be identified, the misappropriation claim probably will be valid.

Original

Not derived from anything else, new and unique. Markedly departing from previous practice.

Paraphrase

A restatement of a text or passage in other words. It is extremely important to note that changing a few words from an original source does NOT qualify as paraphrasing. A paraphrase must make significant changes in the style and voice of the original while retaining the essential ideas. If you change the ideas, then you are not paraphrasing -- you are misrepresenting the ideas of the original, which could lead to serious trouble.

Plagiarism

The reproduction or appropriation of someone else's work without proper attribution; passing off as one's own the work of someone else.

Public Domain

The absence of copyright protection; belonging to the public so that anyone may copy or borrow from it. Works that are no longer protected by copyright, or never have been, are considered "public domain." This means that you may freely borrow material from these works without fear of plagiarism, provided you make proper attributions.

How do I know if something is public domain or not?

The terms and conditions under which works enter the public domain are a bit complicated. In general, anything published more than 75 years ago is now in the public domain. Works published after 1978 are protected for the lifetime of the author plus 70 years. The laws governing works published fewer than 75 years ago but before 1978 are more complicated, although generally copyright protection extended 28 years after publication plus 47 more years if the copyright was renewed, totaling 75 years from the publication date. If you are uncertain about whether or not a work is in the public domain, it is probably best to contact a lawyer or act under the assumption that it is still protected by copyright laws.