



Santa Barbara County 2018 Water Wise High School Video Contest

Application Packet

1. Please read all instructions carefully to its entirety to ensure your video(s) meet the contest's eligibility requirements, which some have changed this year.
2. Your video(s) and completed Application Packet must be submitted online by **Friday, March 2nd, 2018**.
3. Videos must have high quality sound and audio in order to meet criteria to be aired in movie theaters and on TV.
4. Video content must contain accurate Santa Barbara County information pertaining to the theme.

Submission:

Submit your video(s) online via [Box.com](https://www.box.com) or by email to kdurham@cosbpw.net.
Name each video submittal as *"Name of Video, Student last name(s), School"*.

Contest Checklist

To be eligible for the contest, all recording criteria must be met and application materials must be submitted online by the deadline date of **Friday, March 2nd**.

Application Materials (To Be Submitted)

- Application Form on page 2 (1 form per video submittal)
- Copyright Form on page 3 (1 form per video submittal)
- Release and Authorization Form on page 4 (include 1 form for each participant)
*****If student is under 18, a parent or guardian must sign the Release Form**
- Video must be uploaded online via [Box.com](https://www.box.com)

Video Recording Content and Criteria

To be usable by local TV stations and movie theaters, your video must meet specific criteria and have **high audio and sound quality**. See our new instructional video at [WaterWiseSB.org/HSVC](https://www.WaterWiseSB.org/HSVC) for reference.

- Be sure your video follows the theme: **"Water Use Myths at Home & in the Garden"**
- Video must be clearly G rated (subject to disqualification)
- Video must be submitted as an H.264 QuickTime file
- Videos must be submitted at the highest resolution not to exceed 1920 x 1080**
- Order and time lengths are very important when we process your video
Follow this order and these times exactly:
 - 5 seconds of title page: video title, students involved, school name and contest year
 - 5 seconds of black (no countdown)
 - 30 second video (must be exactly 30)
 - 5 seconds of black
- Just before the end of the video but within the 30 seconds, prominently include for your viewers the [WaterWiseSB logo](https://www.WaterWiseSB.org) and the www.WaterWiseSB.org URL for at least 3 seconds.
- Video aspect ratio must be 16:9

Judging Criteria

The key to a good commercial, and winning our video contest, revolves around the criteria below. Be sure to keep these in mind as you script your video and improve your chances of winning!

1. Incorporation of Theme

- The video's content **must** connect to the theme: ***"Water Use Myths at Home & in the Garden"***
 - Videos that do not connect to this theme will not be eligible for award-winning prizes
- It should incorporate water conservation and efficiency topics related to the theme
- It has the [WaterWiseSB logo](http://WaterWiseSB.org) at the end of the video

2. Creativity and Originality

- The video incorporates concepts, style, or media that are unique, different and creative
- It has the ability to influence an audience to conserve water

3. Entertainment Value

- The video's story or concepts are interesting and understandable
- It can grab the attention of a wider audience

4. Accuracy of Information

- The facts presented in the video must contain **accurate** countywide information
- Videos with inaccurate information will not be eligible for award-winning prizes
- Accurate, updated information is available on WaterWiseSB.org

5. Value of Information

- The information in the video conveys a water conservation or efficiency message
- The video effectively increases awareness about the need to conserve water
- It contains instructional value of how to conserve water

6. Production Quality

- The audio and sound quality must be **clear**, and words must be easy to understand
- The video's editing and flow are satisfactory
- The quality of the video indicates that the students put extra effort into producing the film

Videos should not:

- Contain footage or reference to specific business or institutions
- Be overly political in nature
- Use copyrighted material without permission



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WaterWiseSB.org

Application

(1 per video submittal)

Advisor Name _____ Date _____

School _____ School District _____

School Address _____ City _____ Zip _____

Advisor Telephone Number (_____) _____-_____

Advisor's Email _____

Video Title _____

Student Names 1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

Brief Summary of Video _____

The Supervising Advisor hereby approve submittal and ensure completion of the application package.

Advisor Signature _____ Date _____



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Copyright Form

(1 per video submittal)

It is strongly advised that you do not use copyrighted materials, as getting permissions may be costly and difficult. Visit a copyright free music library, or the band or chorus at your high school for any background music needed.

All entries into the Santa Barbara County Water Wise High School Video Contest **MUST** be in compliance with copyright law in order to be eligible for the contest. Under copyright laws, all entries must get permission to use any copyrighted music, including popular tunes available on the internet or audio recordings, from the copyright holder. **IF COPYRIGHTED MUSIC IS USED IN A VIDEO ENTRY, AND COPYRIGHT PERMISSION IS NOT PROVEN THROUGH THE SUBMISSION OF THIS FORM AS WELL AS SATISFACTORY EVIDENCE OF PERMISSION, THE VIDEO ENTRY WILL NOT BE ELIGIBLE TO WIN PRIZE MONEY OR TO BE AIRED ON LOCAL TELEVISION STATIONS. PLEASE SUBMIT THIS FORM WITH VIDEO ENTRY SHOWING YOUR UNDERSTANDING OF THIS STATEMENT.**

Two agencies that can help with obtaining permission to use copyrighted material are:

- BMI at www.bmi.com, and
- ASCAP (American Society of Composers) at www.ascap.com.

Name of Video: _____

Name of Submitting High School: _____

Is copyrighted music or sound recording used in this video? YES_____ NO_____

Length of copyrighted material (if used): _____ seconds

Copyrighted music or sound recordings used in video: _____

Copyright holder: _____

Author/Composer of material: _____

Does the video plainly acknowledge the author/composer and copyright holder of all copyrighted material? YES___ NO___

Have you obtained permission from the copyright holder to use the copyrighted material? YES___ NO___

Proof of permission and receipt of purchased content (attach to this form)



Release and Authorization Form (1 per each participant)

All contest entrants must sign this release form attesting to the fact that they are the rightful owners of the submitted video. Each person appearing in the video or helping create the video must sign this release form even if she/he is not a high school student. A parent or guardian must sign this release form for any participant under the age of 18.

Participant's Name

Home/Contact Phone Number

Address

City, State, Zip

Title of Video

Date of Production

Name of High School

I certify that I am of 18 years of age or older

I certify that I am the parent/guardian of the named participant who is under the age of 18

By signing below I hereby assign all rights to the video and sound recordings of the video identified above. In addition, I hereby authorize the reproduction, copyright, exhibition, broadcast, and/or distribution of said video, or any other photography, videotape footage, or likeness of the video without limitation. I, the participant, am the rightful owner of the video I submitted.

Signature

Title (Student/Parent/Guardian)

Date