



Santa Barbara County 2021 WaterWise High School Video Contest

Application Packet

1. Please read the application packet thoroughly in its entirety and follow all instructions carefully to ensure that your video meets the contest's eligibility requirements, of which some have changed this year.
2. Your video(s) and completed application packet must be submitted online by **11:59 pm on Friday, March 5, 2021.**
3. Videos must have **high-quality sound and audio** to meet criteria to be aired in movie theaters and on TV.
4. Video content must contain accurate information aligned with the theme and pertinent to **Santa Barbara County as a whole**. Content should not focus solely on cities within the County. For example, do not refer to a specific stage of drought as there are different stages within the County and some areas are no longer in a drought.
5. Up to six entries, three English and three Spanish, are allowed per school. Students making Spanish videos should refer to the Spanish Terminology resource page at WaterWiseSB.org/HSVC.

Submission:

Submit your video(s) online via WaterWiseSB.org/HSVCupload
Name each video submittal as *"Name of Video, Student last name(s), School."*

Contest Checklist

All application materials must be received and content criteria must be met by 11:59pm on Friday, March 5, 2021. **Videos that do not meet content criteria are subject to disqualification.**

Application Materials (To Be Completed and Submitted with your video):

- Application Form (1 application form per video)
- Copyright Form (1 application form per video)
- Release and Authorization Form (One form for each separate student participant. Parent signature required for students under 18-years old.)
- Video and all forms listed above must be uploaded online at WaterWiseSB.org/HSVCupload

Content and Criteria:

Video must meet **high audio and sound quality** standards. See the instructional video at WaterWiseSB.org/HSVC for reference.

- Video follows the theme: **"Do it Yourself the Water Wise Way."** Content used in videos must be from WaterWiseSB.org. See the "Additional Resources" page on the website for a list of WaterWiseSB resources.
- Video must be appropriate for all ages. Videos should not include, depict, or reference violence, substance abuse, sexual content, or obscene language.
- Video should be submitted under the following export settings. Asterisk (*) indicates settings that video must be submitted under. **Video.** Format: H.264. File type: .mp4. Frame rate: 24. Resolution*: 1920x1080. Bitrate*: VBR – 1 Pass at 20 Mbps. **Audio.** Codec: AAC. Sample rate: 48000 Hz. Stereo. Bitrate: 320 kbps.
- Order and time lengths are very important when we process your video Follow this order and these times exactly:
 - Five seconds of title page: video title, students involved, school name and contest year
 - Five seconds of black (no countdown)
 - 30-second video (must be exactly 30 seconds for television distribution)
 - Five seconds of black
- Final three seconds of video includes the WaterWiseSB logo, the text "WaterWiseSB.org", and a voiceover that says "visit WaterWiseSB.org."
- Videos must have high quality audio that is accurate (audio matches the video), is high fidelity (little to no distortion and noise), and intelligible (narration and dialogue is understandable).

Judging Criteria

The key to a good commercial, and winning the 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: **"Do it Yourself the Water Wise Way"**
- It should incorporate **water use theme-related efficiency topics that are pertinent to Santa Barbara County as a whole**
- Content used in videos must be from WaterWiseSB.org
- It has the WaterWiseSB logo and the WaterWiseSB.org url is written and spoken at the end of the video

2. Creativity and Originality

- The video incorporates concepts, style, or media that are unique, different, and creative
- It influences and inspires 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
- Any humor must be G-rated and appropriate for a general audience

4. Accuracy of Information

- The facts presented in the video must come from WaterWiseSB.org
- The facts presented in the video must contain **accurate** information applicable to Santa Barbara County as a whole, not individual cities

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 use water efficiently
- It contains instructional value of **how to conserve water by minimizing water waste and using water efficiently**

6. Production Quality

- The audio quality should not be distorted, and the sound should be mixed so the narration can be understood over any music or background noise
 - For example, **poor recording** (using the camera mic instead of an external mic) or **no low quality-mixing** (loud music and quiet narration)
- 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
- Identify political candidates, parties, campaigns, or ballot measures
- Use copyrighted material without permission

Application Form

(1 per video submittal)

Advisor Name _____ School _____

School Address _____

Advisor Phone Number: _____ Advisor's Email _____

Video Title _____

Student Name(s) – Up to 6 students per video submission

1) _____ 2) _____

3) _____ 4) _____

5) _____ 6) _____

Brief Summary of Video _____

Video Script in English (required for both English and Spanish video submissions) _____

I, the Supervising Advisor, hereby approve submittal and ensure **accurate** completion of the Application Packet.

Advisor Signature _____ Date _____

Copyright Form

(1 per video submittal)

It is strongly advised to 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 2020 Water Wise High School Video Contest **MUST** comply 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 MEDIA NETWORKS. 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:

- o Broadcast Music Inc. at www.bmi.com and 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 for each separate student 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.

Student Participant's Name

Student Email Address

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. If need be, the rights for any necessary edits to be made for the video to be aired as a PSA. 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