

Students for Clean Water Video Contest

Stewardship. Engagement. Education. **CASH PRIZES!**

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Overview

- Why do we run a video contest?
- How do we run our video contest?
- Lessons learned

Resources to start your own contest available at:

<https://cleanriverscoalition.com/resources/>



2023

STUDENTS FOR CLEAN WATER
VIDEO CONTEST

WIN \$500!

submissions due April 24 / 2023

Learn more and apply at: stormwaterpartners.com/video-contest

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Why do we hold a student video contest?

To help meet permit requirements:

- S5.C.11a.i.(a) General Awareness
- S5.C.11b. Stewardship Opportunities
- It's fun!

Killer content vs.

Awesome engagement



Killer content (video [link](#))



Approximate timeline



- **Notify teachers**
- **Prep contest materials, logistics**
- **Team and roles**
- **Secure sponsors**
- **Finalize contest materials, logistics**
- **Launch contest!**
- **Promote!**
- **Deadline**
- **People's Choice**
- **Judging**
- **Announce winners**
- **Share videos**
- **Send prizes**
- **Recognize winners!**



How to – materials and logistics

- Rules, ages, categories
- Themes
- Guidance documents
- Timelines
- Submission forms
- Liability release forms
- [Website](#)
- [YouTube channel](#)



Section 1 of 11

2023 STUDENTS FOR CLEAN WATER VIDEO CONTEST APPLICATION

OPEN TO CLARK COUNTY STUDENTS IN GRADES 6-12 AS OF SEPTEMBER 2022

APPLICATIONS DUE April 24, 2023

WE WILL NOT SHARE YOUR INFORMATION AND WILL ONLY USE IT TO CONTACT YOU ABOUT THE VIDEO CONTEST.

How to – build your team

Assemble your team:

- Partnering jurisdictions
- Communications specialists
- Engineers / scientists / operations
- Staff embedded in schools



How to - roles

Roles:

- General planning (All)
- School promotion
- General promotion + digital
- Sponsorships
- Fact checking / Judging
- Student liaison
- Recognition



How to – promotion

- Teachers
 - Film/art teachers > science teachers
- YouTube ads
- Independent theaters
- Social media
- Press releases



How to – secure sponsors

- Engineering firms happy to sponsor cash prizes
- Many also would like the opportunity to judge
- Recognize sponsors on website and at public screening

*Special thanks to our prize sponsors
and contest supporters:*



**STUDENTS VIDEO
FOR CLEAN WATER CONTEST**



How to – pick the winners

- Fact checking eliminates ~50% of entries
- Upload “finalists to YouTube”
- People’s Choice – most engagement from videos
- BIPOC Filmmakers – self identify, also eligible for other categories
- Judges use scoring rubric
- Team may fairly distribute prizes



WATCH AND VOTE!

**STUDENTS FOR CLEAN WATER
VIDEO CONTEST**

**PEOPLE'S
CHOICE
AWARDS**

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Should one video take home three prizes? ([link](#))



How to – recognize the winners

- YouTube playlist
- Press release
- Share on social media, website
- School liaison coordinates with sponsorship lead to have check mailed to students
- Independent theaters
- And...



WATCH THE WINNING VIDEOS

FRIDAY, AUG. 18
COLUMBIA TECH CENTER
VANCOUVER FRIDAY NIGHT MOVIES
MAIN FEATURE - SUPER MARIO BROS
ACTIVITIES - 7 P.M. / VIDEOS - DUSK FREE!

STUDENTS FOR CLEAN WATER VIDEO CONTEST



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Movies in the park events!



Lessons learned

- No copyrighted music / images – provide resources
- Students will pay very close attention to your guidance
- Art / film teachers seem more likely to share the opportunity
- Teachers will assign as a project – more submissions, more rejections



Students adopt your guidance ([link](#))



Thank you!

Comments and questions

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