Students for Clean Water Video Contest

Stewardship. Engagement. Education. CASH PRIZES!

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October 18, 2023



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/





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 <u>link</u>)





Approximate timeline

Fall

Winter

Spring

Summer

- Notify teachers
- Prep contest materials, logistics
- Team and roles

- Secure sponsors
- Finalize contest materials, logistics
- Launch contest!

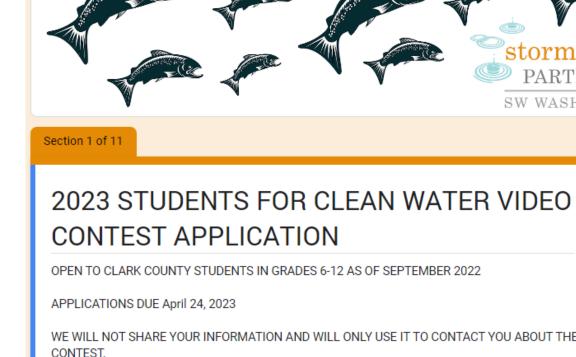
- Promote!
- Deadline
- People's Choice
- Judging
- Announce winners

- 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

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:



















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





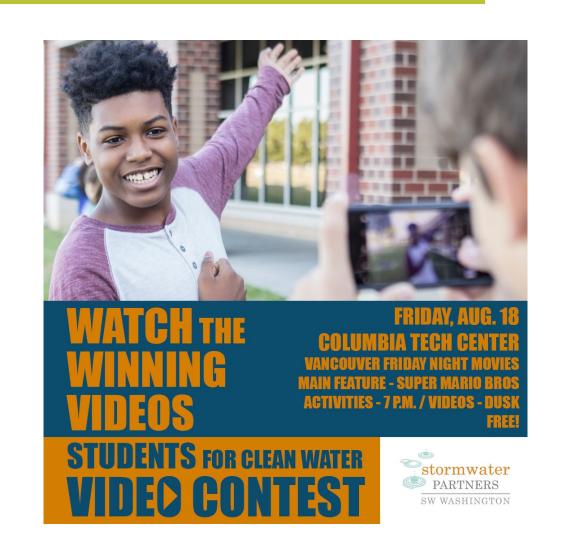
Should one video take home three prizes? (link)





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...





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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