



2010 Video Contest Official Rules

The Challenge: Create a 1- to 3-minute informational video based on one or more of the values of riparian (streamside) areas (see below). The theme: **How Carson River riparian areas benefit you and your community, and how to get people involved in riparian area preservation.** Creatively show us how you would help people in your community understand why riparian areas are important to protect, and what they can do to help. The video must focus specifically on the Carson River and must include an “action” message that urges people to do something to help preserve, protect or restore riparian areas.

What the Heck Is a Riparian Area? Riparian areas are ecosystems that occur along watercourses or water bodies. They are different from surrounding lands because of unique soil and plant characteristics that are strongly influenced by the presence of water in the soil. Healthy, diverse riparian areas:

- Store water and help reduce floods
- Stabilize streambanks
- Filter water, improving water quality
- Provide habitat for birds and other animals
- Keep water cool
- Provide a site for recreation
- Add to our quality of life

[Click here to learn more about riparian areas.](#)

Who’s Eligible: The contest is open to middle school, high school and community college students from a school located in the Carson River Watershed. Homeschoolers are also welcome to enter. You may enter as an individual, a team of 2 to 4 students, or a class. The list of eligible schools is found on the next page.

Entry Categories:

- Middle School
- High School
- Community College

The Awards: One winner will be selected from each category. Each winning entry will receive \$500 cash

The Fame: Winning entries will be showcased online at www.cwsd.org, www.unce.unr.edu/NEMO and www.ndep.nv.gov/edu/. The winning presentations will also be recognized in a press release to local media, and will be featured at the Whit Hall Interpretive Center at The Nature Conservancy’s River Fork Ranch. We’ll also recognize entries that received the **most views in YouTube**, so be sure to tell your friends to view your entry. And...winning videos will be featured at a **film festival in January, 2011.**

Judging: Entries will be judged on creativity, effective communication of the selected riparian area value(s), quality of execution, and compliance with contest rules and specifications. The decision of the judges is final.

Entries must comply with the contest rules or they will be disqualified.

Notification: Winning students or class-entry teachers will be notified in January, 2011.

Technical Specifications: See page 2 of this PDF. Be sure you review your entry before submitting, to ensure all requirements are met! Don’t forget to include the entry checklist.

**Note: Entry deadline is December 10.
No late entries will be accepted.**



2010 Carson River Video Contest Technical Specifications and Entry Submission

Note: The following specifications MUST be followed or your entry will not be considered. Your finished video must meet the following specifications:

- Be creative – and have fun!
- The video must be between **one and three minutes in length** and must be one of the following file types to allow it to be uploaded to YouTube: .mov, .avi, .mpeg, .wmv.
- Log into your YouTube account and upload your presentation. Then submit your video to:
www.youtube.com/group/CarsonRiver2010.
- After you link your video, **send an email** with the subject line “Carson River Video Contest Entry” and the title of your entry in the message to susan.g.donaldson@gmail.com, and mail the completed entry form(s) to us. Your entry will not be returned and becomes the property of UNCE/CWSD. UNCE/CWSD reserves the right to broadcast any entry via YouTube, our Web site and UNCE/CWSD affiliate or partner sites.
- You may submit more than one entry, but use a separate entry form for each video entered.
- **Each video must be accompanied by a completed official entry form and checklist.** If we do not receive your signed entry form and checklist, your video will not be judged. You must mail or fax the signed, completed form to us, postmarked by Dec. 10.
- You must have a **video or photograph release form** signed by each person appearing in the video, and his/her guardian if s/he is a minor under 18 years of age. Attach and send copies with your entry form. All forms are posted at www.unce.unr.edu/nemo.
- Your entry must be original and may not infringe on any third-party rights, including any copyrighted music, video, audio or branded product images such as Coke cans, Doritos bags, etc.
- Keep it clean. No violence, profanity, sex or direct attacks on individuals or organizations.
- Your video must include the www.unce.unr.edu/NEMO and www.cwsd.org Web sites clearly displayed within the screen for at least five seconds.
- Upload your video to YouTube and submit your completed entry form and photo releases (available at www.unce.unr.edu/NEMO or www.cwsd.org) **postmarked by Dec. 10** to:

2010 Carson River Video Contest, c/o Susan Donaldson
University of Nevada Cooperative Extension
5305 Mill St., Reno, NV 89502
(775) 784-4881 (for faxed entries)

Contest questions? Contact Sue Donaldson, 775-784-4848 or donaldsons@unce.unr.edu

Eligible Schools

Home Schools (grades 7 – 12)	Carson High School
Capital Christian School	Churchill County High School
Carson Valley Middle School	Dayton High School
Diamond Valley Elementary School	Douglas County High School
Eagle Valley Middle School	Lahontan Valley Alternative High School
Churchill County Junior High School	Pioneer High School
Carson Valley Middle School	Sierra Lutheran High School
Pau-Wa-Lu Middle School	Silver Stage High School
Dayton Intermediate School	Silver State Charter School
Silver Stage Middle School	Virginia City High School
St. Teresa of Avila Catholic School	Western Nevada College (Fallon, Minden, Carson City campuses)
Virginia City Middle School	



Need ideas or help making a video?

- Watch some examples of existing water quality videos: www.epa.gov/owow/nps/toolbox/TVcatalog.htm or <http://www.epa.gov/owow/videocontest.html> www.youtube.com/channel/CarsonRiver2009 (last year's contest entries)
- Here is a great resource on making videos: www.bbc.co.uk/films/oneminutemovies/howto/ and another from YouTube: http://www.youtube.com/watch?v=Apadq9iPNxA&feature=channel_page
- If your computer runs Windows, it will have movie-making and editing software such as Windows Movie Maker already installed. See <http://www.microsoft.com/windowsxp/using/moviemaker/getstarted/possibilities.msp> for ideas and help.

How to post a video to YouTube:

General directions for uploading are found on YouTube at www.youtube.com/watch?v=O7iUiftbKU&feature=channel.

1. Log in to YouTube (www.youtube.com). If you don't have an account already, it's easy and free to set one up. The use of YouTube.com to accept contest entries does not imply an endorsement of the site or its parent company by the University of Nevada Cooperative Extension or the Carson Water Subconservancy District.
2. Upload your video to your YouTube account.
3. Go to www.youtube.com/channel/CarsonRiver2010 and click on the "submit a video" button. Add the url for your video by the Dec. 10, 2010 deadline.
4. Once you've submitted your video for the contest, **you will not see your video right away**. This is either because it is still processing or is yet to be approved by the group moderator. Please wait at least five days for your video to appear before resubmitting.
5. Be sure to encourage your friends and relatives to watch your video in YouTube. We'll be awarding prizes for the most-viewed videos.

