

## **2016 Stormwater PSA High School Video Competition Raleigh Environmental Awards**

**Who may apply.** High school students are invited to showcase their creativity, talent, and environmental awareness by producing a video suitable for the City's use as a public service announcement (PSA). Students may submit entries as individuals or as teams. All students must either reside or attend a high school within the City of Raleigh.

**PSA topic.** The City of Raleigh, through our Stormwater Management Division, manages stormwater to protect the safety of people, reduce flooding of properties, and protect the health of lakes, wetlands, and streams, including the Neuse River. Much of the pollution in our streams and lakes comes from chemicals and wastes carried by urban stormwater runoff, with no treatment. An important part of the Division's work is helping citizens realize that everyday choices we make can help or hinder the health of our water bodies.

### **Topic examples.**

- Nitrogen and phosphorus from fertilizers and animal wastes
- Sediment from construction, agriculture, and poor land management
- Oils and metal from motor vehicles
- Nitrogen fallout from vehicle emissions and other fossil fuel burning
- Pathogens from animal waste, leaking/overflowing sanitary sewers, and malfunctioning septic tanks
- Heat transferred to runoff from sun-warmed street, buildings, and parking lots
- Removing natural plants and soils and constructing impervious pavements and buildings
- Stormwater runoff that passes through vegetation, rather than flowing straight into a street or a pipe, does less harm to our waterbodies, the flow of the water is slowed, gets naturally filtered, and soaks into the ground

**PSA theme.** Your PSA's theme should be consistent with these statements:

- Through stormwater runoff, what we do on the land affects our lakes and streams.
- ***"Why treat the runoff when you can eliminate the runoff?" – Boyd DeVane***

**PSA guidelines.** PSA entries **must** conform to the following guidelines:

- If PSA contains copyrighted music –include credits: the name of the artist, music's writer/owner, and the name of the song
- PSA must be saved to a **DVD-R –MPEG-4 format.**
- PSA must not exceed 60 seconds in length.
- PSA content must be original.
- PSA may be produced by an individual or by a team.
- PSA quality and content must be suitable for viewing by the public.
- PSA messages must be consistent with the "PSA topic" and the "PSA theme".
- Humor is encouraged. Silliness is discouraged. Inappropriate language or images will disqualify.
- PSAs should communicate understanding of the relationship among humans' activities, stormwater runoff, and the health of our water bodies. Terms and concepts should be communicated clearly and accurately, in correct context.

**Application process:** [Applying](#) and submitting your Stormwater High School PSA video entry.

- PSA Video must be saved to a **DVD-R in MPEG-4 format**.
- Mail or hand-deliver your video as follows:

<b><u>If by mail:</u></b> Video must be <b>postmarked on or before 11:59 pm February 12, 2016</b> , and mailed to: Stormwater High School PSA Competition Stormwater Management Division Attn: Carmela Teichman – RMB 400 City of Raleigh P.O. Box 590 Raleigh, NC 27602	<b><u>If by hand-delivery:</u></b> Video must be <b>received by 5:00 p.m. Friday, February 12, 2016</b> , at this location: City of Raleigh Stormwater Management Division Stormwater High School PSA Competition Attn: Carmela Teichman Professional Building 127 West Hargett Street, 8 <sup>th</sup> Floor Raleigh, NC 27601
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**The following PSA entries will not be considered:**

- PSA entries received after the PSA entry due date/time.
- PSA entries not consistent with topic guidelines.
- PSA entries containing inappropriate language or images.

**Awards.** Up to three PSA entries may be selected to receive a cash prize up to \$500, which will be awarded to the student(s) named on the entry form. The City may choose to make fewer than three awards. PSA entries will be evaluated and recommended for awards by a jury of City staff and invitees. Final award decisions will be made by City Council.

**Questions about the Stormwater PSA contest:**

**Contact:** Carmela Teichman at [Carmela.Teichman@raleighnc.gov](mailto:Carmela.Teichman@raleighnc.gov)

For more information about the 2016 Raleigh Environmental Awards, visit the City of Raleigh website, <http://www.raleighnc.gov> and search for Environmental Awards – keyword: Stormwater PSA Guidelines