



Partnering to Protect and Restore
Schuylkill Waters

Video Competition Announcement

Schuylkill Stories Contest

Sponsored by the Schuylkill Action Network

**Submissions Due
March 1, 2011**

The winners of each category will be honored at an award ceremony during National Drinking Water Week in May 2011. Schools and students will receive region-wide exposure and recognition from high ranking government officials and local media.

What are the contest rules?

- Videos must be no longer than 3 minutes
- Videos from digital cameras, camcorders and phones are acceptable. Please avoid filming any copyrighted material such as music, logo apparel, etc.
- Videos will be judged upon originality, quality, effective communication of the theme and the number of times the video is viewed online via the SAN website
- Open to all students in kindergarten through college who live or study in the Schuylkill River watershed.
- All videos must be original work, appropriate for all ages and in English
- All entrants must follow the submission instructions (see reverse); entries may take up to five days to appear on the SAN website after submission
- Videos will be accepted until March 1, 2011
- By submitting your story you agree that the video may be used by SAN partners for educational purposes; you also agree that people shown in the video have given permission for their image to be used

2011 Contest Theme: This Is My Watershed

What is the contest?

The Schuylkill Action Network wants to see more people return to the river for fun! Do you like to hike, fish, photograph, kayak, or just relax along the Schuylkill River? Is there something special about your local stream or creek that you want to share with others? Or, is your class involved in a project to improve the local tributary (streams that flow into the Schuylkill river)? If the answer is yes to any of these questions, tell us about it!

What are the prizes?

Winning stories will be selected from each of four categories:

- Kindergarten through fourth grades
- Fifth through eight grades
- Ninth through twelfth grades
- College/University

First place in each age group will receive a prize valued at \$50. One grand prize winner will be selected from the four. The grand prize winner will be announced at the award ceremony and will receive a Green School Makeover Plan for their school. A team of environmental professionals will tour your school and develop a plan with recommendations about how your school can become more eco-friendly.

What is the format?

Use your creativity and tell your "Schuylkill Story" through an online video. The video style is up to you - feel free to use your own video footage, photos, music, animation, claymation, or anything else to tell your story in 3 minutes or less. Your video should incorporate the theme "This Is My Watershed" and explain why the Schuylkill River watershed is important to you.

What are the judging criteria?

Winners will be determined by four categories: effectiveness of communicating the theme "This is My Watershed", quality of the video content, originality and the number of times the video is viewed online through the Schuylkill Action Network website (www.SchuylkillWaters.org).

Who can submit an entry?

All students who live in the Schuylkill River watershed or attend schools and colleges in the watershed are eligible. Not sure if you're located in the watershed? Contact us (see reverse) and we'll let you know!

How can I get started?

- 1. Upload your video:** See the reverse for full uploading instructions.
- 2. Complete notification (see reverse):** Email us at schuylkillwaters@gmail.com with the information requested on the reverse.
- 3. Receive acknowledgement:** Once your video is uploaded to the SAN website and linked to the SAN YouTube page you will receive an email letting you know that it is available and you can start sharing.
- 4. View and share:** Check out your video on the SAN website and start sharing your video with all of your family and friends (Facebook, Twitter, email, etc). Part of the criteria used to judge the winning video will be the number of times that it has been viewed.

Visit us on the web: www.SchuylkillWaters.org



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What do you do to connect with the Schuylkill River and its tributaries?

- Bird Watching
- Lounging
- Painting
- Sketching
- Floating/Tubing
- Fishing
- Hiking
- Triathlons
- Rowing
- Canoeing
- Kayaking
- Possibilities are endless!

Contest questions?

Contact Tom Davidock at the Partnership for the Delaware Estuary by calling (800) 445-4935 ext. 109 or by email: TDavidock@DelawareEstuary.org

Not sure if you're in the Schuylkill River watershed?

If you require confirmation that your school is located in the Schuylkill River watershed, please contact Alysa Suero of EPA Region 3 at (215) 814-5733.

Don't forget about SAN's other competition, the annual Drinking Water Scholastic Awards! The award recognizes schools and colleges in the watershed that protect drinking water sources through educational programs, class projects or land management practices. Awards given to elementary, middle, high school and college levels. For more information about the Drinking Water Scholastic Awards, visit the SAN website today!
www.SchuylkillWaters.org

What is the Schuylkill Action Network? Who are the judges?

The Schuylkill Action Network was formed in March 2003 to improve the water resources of the Schuylkill River watershed. Members of this collaborative network include the U.S. Environmental Protection Agency, the Pennsylvania Department of Environmental Protection, the City of Philadelphia Water Department, the Delaware River Basin Commission, the Partnership for the Delaware Estuary, conservation districts, local officials and other environmental organizations. A representative panel of SAN members will select the winners. Funding support for this contest is provided by the Philadelphia Water Department.

What is a watershed?

A watershed is the land area that drains into a particular body of water. The Schuylkill River watershed is located in southeast Pennsylvania, includes portions of 11 counties, and encompasses an area of approximately 2,000 square miles. The river travels approximately 130 miles from its headwaters at Tuscarora Springs in Schuylkill County to its mouth at the Delaware River in Philadelphia. The Schuylkill River and its tributaries (streams that flow into the river) have long been recognized for the important role they play as a source of drinking water and fish habitat. Approximately 1.5 million people receive their drinking water from the Schuylkill River watershed.

What is *Schuylkill Stories*?

Schuylkill Action Network's *Schuylkill Stories* — *Celebrating Schuylkill Waters* is a special section of the Schuylkill Action Network website where the public is invited to share personal stories, photos, videos and information about the river or one of its tributaries. Visit the site (www.schuylkillwaters.org/stories) to see how people share a for passion the river.

Video Upload Instructions

After filming and editing your video, upload it to YouTube.

1. Create a YouTube account if you don't already have one. If you are under 18, make sure you get your parent's permission before setting up your account. Submissions as a class project can use the teacher's account.
2. Upload your video to YouTube: Click the "Upload" link at the top of any YouTube page. Click the "Browse" button to browse for the video file you'd like to upload to our site. Select the file you want to upload. Click the "Upload Video" button to start the uploading process. As the video file is uploading, enter as much information about your video as possible in the relevant fields (including Title, Description, Tags, and Category). You're not required to provide specific information, but the more information you include, the easier it is for users to find your video! Click the "Save changes" button to save the updates you've made to the video file.
3. Email us at schuylkillwaters@gmail.com and let us know that you've uploaded your video. In the email, please include the following: 1.) A link to your uploaded YouTube video (not a copy of the video). 2.) Your name, school, address, email address and phone number. If you're submitting it as a class, use the teacher's information. 3.) A brief (3-4 sentence) description of your video project.

Submit Your Video Before March 1, 2011