



ANNOUNCING THE 2010

HOWARD COUNTY

GREEN SCREEN VIDEO FESTIVAL

**SPONSORED BY THE HOWARD COUNTY ENVIRONMENTAL
SUSTAINABILITY BOARD**

April 17, 2010 at GreenFest

FOR HOWARD COUNTY STUDENTS GRADES 9 - 12

CASH PRIZES for Best Videos!

GREEN SCREEN VIDEO FESTIVAL AWARDS FOR VIDEOS ON:

- **STORM WATER**
- **ENERGY**

GREEN SCREEN AWARDS CATEGORIES:

- 1. PUBLIC SERVICE ANNOUNCEMENTS (PSA's) –
DEMONSTRATES A MESSAGE TO RAISE AWARENESS OF AN
ENVIRONMENTAL ISSUE. NO MORE THAN 30 SECONDS IN
LENGTH.**
- 2. INFORMATION OR TRAINING VIDEO - DEMONSTRATES AN
ENVIRONMENTAL MEASURE OR PRACTICE, NO MORE THAN
3 MINUTES IN LENGTH.**



**GREEN SCREEN AWARD WINNERS WILL BE ANNOUNCED AT THE
GREENFEST VIDEO FESTIVAL APRIL 17, 2010 AT HOWARD
COMMUNITY COLLEGE, MONTEBARO HALL.**

**PRE-REGISTER BY MARCH 8, 2010 TO RECEIVE THE GUIDELINES AND THE
APPLICATION FORM. SEND YOUR NAME, SCHOOL, GRADE, TOPIC AND
CATEGORY TO HoCoGreenScreen@gmail.com**

**GUIDELINES AND APPLICATIONS ARE ALSO AVAILABLE UNDER "HOT
TOPICS" AT www.livegreenhoward.org**

ENTRIES MUST BE SUBMITTED BY MARCH 26, 2010.



Howard County Green Screen Video Festival Guidelines

The Howard County Sustainability Board invites all Howard County High School Students to submit videos for entry into the Green Screen Film Festival. Winning videos will be announced during this year's Green Fest, held at Howard Community College on Saturday, April 17, 2010.

Prizes for winning films in each category include:

- \$250 cash prize
- Trophy and award
- Videos to be shown on the NEW Howard County *Green Central Station* – a website dedicated to the protection of environmental resources and best practices in energy and environmental management in Howard County.
- Your video will also be submitted to local TV and Cable network stations for possible use as public service announcement or informational video.

Please read all materials carefully and follow directions on the 2-page entry form. Incomplete or incorrect entries may be disqualified.

There are two themes: storm water and energy.

Within these two themes there are two video categories: Public Service Announcements, and Information/Training

Public Service Announcements (PSA's) seek to raise awareness and change behavior through videos no longer than 30 seconds. For example, a PSA might alert citizens that they can choose clean energy sources such as wind power.

Information/Training Videos will highlight specific problems related to water management or energy and may introduce steps to improve or solve the problem. For example, a video on energy might demonstrate the connection between energy use and air pollution and may, or may not, provide steps to reduce energy consumption. As another example, a video on water management might demonstrate the problem of pollution in water run-off and might provide solutions such as gardening practices or sustainable lawn care.

Research energy issues using websites such as:

Maryland Energy Administration: www.energy.state.md.us

U.S. Department of Energy: <http://www.energy.gov>

Alliance to Save Energy: <http://ase.org>

Union of Concerned Scientists: http://www.ucsusa.org/clean_energy

Research Storm Water Management and Conservation issues using websites such as:

Environmental Protection Agency Office of Water: <http://www.epa.gov/ow>

Chesapeake Bay Foundation: <http://www.cbf.org>

Contest Guidelines

Judging will be based on content, technical and aesthetic merit.

Lighting, frame composition, camera technique, editing technique, audio technique and image quality are examples of technical merit considerations. Originality, continuity/pacing, structure, impact on viewer, writing quality, and strength and clarity of concept are examples of aesthetic merit considerations.

Videos must be produced by a student(s) who is a resident of Howard County or enrolled in a Howard County high school for the 2009-2010 school year.

Videos must be completed between February and April 2010.

Any use of copyrighted materials must include copyright release documents. This requirement includes music, graphics, and video or film footage. Award winning videos will be on public display and students must adhere to copyright laws. Students are encouraged to record and make use of original musical soundtracks.

All individuals, students, parents, teachers or others who are in the video must sign talent release forms. These forms must accompany entry packets.

Public Services Announcements (PSA's) may be no longer than 30 seconds in length.

Information/Training videos may be no longer than 3 minutes in length.

Entries must be submitted to one category only, one entry per disk, on playable -R Format DVD. Playable DVD means it will play in a home DVD player. Many older DVD players will only play -R format DVD's. DVD's must be labeled with ***title of the video, name of the category, and student name and phone number.***

Write this information in Sharpie on the top side of the disk itself. Provide 5 copies of the video on 5 separate disks.

All videos must have school appropriate content. The intended audience is students, their families, and the residents of Howard County. Entries with questionable language or other inappropriate content will not be judged.

DVDs will not be returned.

One entry form per entry must be filled out completely. Attach completed and signed copyright request and talent release documents to the entry form.

Christina Mudd and Betsy Singer, Environmental Sustainability Board
HoCoGreenScreen@gmail.com

Howard County Green Screen Video Festival High School Entry Form

Entries must be received at Howard County Office of Environmental Sustainability by 4 pm on March 26, 2010. Please mail to:

Howard County Government
Office of Environmental Sustainability
ATTN: Lindsay DeMarzo
3430 Court House Drive
Ellicott City, MD 21043

Title of Video: _____

Student Producers:

School: _____ Grade: _____

Phone and Email: _____

Length of video: ____:____

(PSA videos are to be no more than 30 seconds; Information/Training Videos are to be no more than 3 minutes)

CATEGORY

_____ Public Service Announcement: Storm Water

_____ Information/Training Video: Storm Water

_____ Public Service Announcement: Energy Issues

_____ Information/Training Video: Energy Issues

Please provide a brief explanation of your video to help the judges understand what it is about.

Please describe tools used (camera gear, editing gear, editing software, etc).

Entry Directions: (Items 1 through 8)

- 1. Entries must be submitted on a playable DVD, (“-R” DVDs only!)***
- 2. One (1) entry per DVD.***
- 3. Provide 5 copies of the video on 5 separate DVDs, each one labeled.***
- 4. Label each DVD on the top side using a permanent marker: Write the title of the video, name of the category, and student name and phone number.***
- 5. Double check that your DVD will play by playing it in a home DVD player, not a computer.***
- 6. Include signed Talent Release Forms***
- 7. Include signed Copyright Release Forms***
- 8. If the video includes music indicate if the music is original or royalty free. (Any music covered by a copyright must include a copyright release form).***