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\* Executive Board

October 14, 2011

Dear Educators:

The Oklahoma Rural Water Association would like to extend an excellent opportunity for your students to express their ideas, gain insight into the importance of water conservation and a clean water supply, and possibly win cash prizes for themselves and your school.

ORWA is sponsoring a video contest for Oklahoma students grades 9-12. The goal is to create public awareness on preserving the earth's most valuable resource, water. Each team must have a sponsoring teacher and while any teacher can serve as a sponsor, this is ideal for those who work with environmental science, media technology or communications.

First, Second and Third Prizes will be awarded to each winning team member as well as the school. There is a limit of four students per team. However, there is no limit to the number of teams per school. The winning videos will be on youtube.com. There will be a link on the ORWA website to the videos.

The winners will be notified by telephone in April 2012 and an appointment will be set up for an ORWA representative to present the awards at the winning schools.

All we ask of you is to please:

- Announce the ORWA Video Contest to your students and teachers and
- Post the flyers where students will see it.

Thank you for your assistance. If you have any questions please contact Stephanie Johnson at 800-375-6792 or by e-mail at [sjohnson@okruralwater.org](mailto:sjohnson@okruralwater.org).

Sincerely,

James Gammill  
Executive Director

Enclosures (3)

JG/sj



## Oklahoma Rural Water Association Video Contest Official Rules

**The Challenge** — Create a 30-second video based on a **water related theme**. Examples: **WATER CONSERVATION, LITTLE KNOWN FACTS ON WATER TO EDUCATE THE PUBLIC, WHAT'S WATER WORTH?, PROTECTING OUR WATER SUPPLY FOR THE FUTURE, ETC.** Creatively show us how you would help people in your community understand what to do to protect their drinking water or educate people on why it's important— and that their help does make a difference. **Anything over 30 seconds will be disqualified.**

**Who's Eligible** — The contest is open to students in grades 9–12, individually or as a group entry of no more than **four** students. Entries must be sponsored by an individual teacher representing a specific department within your school.

**The Sponsoring Teacher** — The sponsor's role is to encourage students participation, and provide general guidance in how to plan a video and enter the contest — not developing the creative concept or executing the video. Any teacher can serve as the sponsor, but if two teachers want to co-sponsor, that's great — they just need to split the award if their student(s) win the contest.

**The Timeframe** – Videos must be submitted to the Oklahoma Rural Water Association no later than **February 15, 2012.**

**The Awards** — The winning entries will receive:

- **First Place** - \$2,000 paid directly to the school's sponsoring teachers department and \$300 to each team member.
- **Second Place** - \$1,500 paid directly to the school's sponsoring teachers department and \$200 to each team member.
- **Third Place** - \$1,000 paid directly to the school's sponsoring teachers department and \$100 to each team member.

**The Fame** — Winning entries will be showcased online at [www.youtube.com/user/OKH2O](http://www.youtube.com/user/OKH2O), at the ORWA Technical Conference and Exposition April 16-18, 2012 in Oklahoma City, Oklahoma.

**Judging** — Judging will be narrowed to the top 5 by the ORWA Public Relations Committee. The 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Place winners will be determined by selected agency representatives. Entries will be judged on creativity, effective communication, quality of execution, and compliance with contest rules.

**The Winners** — Winners will be notified by phone following the selection process.

**The Awards** — An appointment will be set up for an ORWA representative to present the awards at the winning schools.

Video Specifications	Submitting Your 30-Second Video
<ul style="list-style-type: none"> <li>• Be creative!</li> <li>• No longer than 30 seconds in length</li> <li>• Extra points will be given to videos which include participation or information from their local utilities</li> <li>• End with the Oklahoma Rural Water Association logo found at <a href="http://www.gettoknowyourH2O.com">www.gettoknowyourH2O.com</a></li> <li>• Be submitted with a completed application entry form and video authorization forms for all persons involved in the video</li> <li>• Additional contest details, rules, logos and forms are available at <a href="http://www.gettoknowyourH2O.com">www.gettoknowyourH2O.com</a></li> </ul>	<ul style="list-style-type: none"> <li>• Each entry must be reviewed and approved by a teacher representing the school department that, if the entry is judged as a winner, will receive the award.</li> <li>• <b>Please check audio.</b> We have had entries that we were unable to hear clearly.</li> <li>• Make a copy of the video. Once the video is submitted, it is the property of ORWA.</li> <li>• Submit your 30-second video on a DVD, along with the completed entry forms, to:  ORWA - Video Contest P.O. Box 95349 Oklahoma City, OK 73143</li> </ul>

**Contest Questions?** — Call Stephanie at 800-375-6792, or e-mail your questions to: [sjohnson@okruralwater.org](mailto:sjohnson@okruralwater.org)



Oklahoma Rural Water Association  
Authorization for Use of Audio/Visual Image

**Any Person Appearing in Video or Voice MUST Complete This Form**

I \_\_\_\_\_, hereby consent to the photographing of myself and/or the recording of my voice and the use of the photographs and/or recordings singularly or in conjunction with other photographs and/or recordings for advertising, publicity, commercial, or other business purposes. I understand that the term "photograph" as used herein encompasses still photographs, motion pictures and video footage.

I further consent to the reproduction and/or authorization by Oklahoma Rural Water Association for use of said images and recordings of my voice, in all domestic and foreign markets. Further, I understand that others, with the consent of Oklahoma Rural Water Association, may use and/or reproduce such images and recordings.

I hereby release Oklahoma Rural Water Association and any of its associated or affiliated counterparts, their directors, officers, and employees from all claims of any kind on account of such use.

**I give consent for the following areas:**

- \_\_\_\_\_ ORWA Web Site
- \_\_\_\_\_ ORWA Video productions
- \_\_\_\_\_ ORWA Publications
- \_\_\_\_\_ ORWA Technical Conference

\_\_\_\_\_  
PRINT NAME      SIGNATURE

\_\_\_\_\_  
If participant is under age 18      If participant is under age 18  
PARENT or GUARDIAN PRINTED NAME      PARENT or GUARDIAN SIGNATURE

**IF USING COPYRIGHTED MATERIAL, YOU MUST SEND PROOF OF**

**APPROVAL BEFORE USE.**