



## Poster Guidelines

### VIDEO FORMAT:

- Length: 30 seconds max
- May contain vertical clips but must be submitted in horizontal format
- Must not include any copyrighted material
- Must be submitted as a link

## Participants

### GRADES:

- Participants must be in grades 6th-12th

### WINNING CATEGORIES:

Entries will be judged by Central Texas Meteorologists in the following categories:

- Category 1: Grades 6-8
- Category 2: Grades 9-10
- Category 3: Grades 11-12

## Submissions

### DEADLINE:

- March 31, 2023

### HOW TO SUBMIT YOUR VIDEO:

Send an email to [becca.villarreal@austintexas.gov](mailto:becca.villarreal@austintexas.gov) with:

- Your full name or the designated point of contact for your group (class submissions should include teacher's name)
- The name of your school and your grade
- Student or legal guardian's email address and phone number
- The link to your uploaded PSA

## Prizes

The winning PSAs will receive a \$100 gift card, and videos may be aired on local news stations.

## Questions

- Becca Villarreal: 737-291-3093, [becca.villarreal@austintexas.gov](mailto:becca.villarreal@austintexas.gov)
- Visit [ATXfloodsafety.com](http://ATXfloodsafety.com) for more information and full contest details



**SUBMIT BY MARCH 31, 2023**

# CONTEST DETAILS

## ABOUT THE CONTEST

Watershed Protection's first annual Flood Safety Video Contest invites Austin-area 6th - 12th graders to create a PSA educating drivers to *"Turn Around - Don't Drown!"*

A PSA, or Public Service Announcement, is a short announcement created to provide information to the public. PSAs may look and feel different, but they share the same goal: to persuade people to take action and help solve an issue that affects the community.

### ELIGIBILITY

This contest is open to all 6th through 12th graders in Austin. Students can enter on their own or with a team of 3 or more.

### CONTEST PERIOD

Submissions will be accepted from January 9 through March 31. Winners will be announced in April 2023.

### PRIZES

The winner in each category will receive a \$100 gift card and their PSA may air on local news stations.

## GRADE CATEGORIES

We will announce one individual, one foreign language and one team winner in each grade category for a total of nine winners.

### 6-8TH GRADES

### 9-10TH GRADES

### 11-12TH GRADES

### INDIVIDUAL

The top PSA from students working individually (or with a partner) will be chosen from each grade category.

### FOREIGN LANGUAGE

The top PSA submitted in a foreign language will be chosen from each grade category. Both individual and team submissions will be accepted in the foreign language category.

### TEAM

The top PSA from students working in groups of three or more will be chosen from each grade category.

# RULES AND GUIDELINES

## CONTEST RULES

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- Must be submitted as a link. (Please upload video to a hosting website like YouTube, Vimeo or social media platforms.)
- Must be no longer than 30 seconds in length.
- Must be submitted in horizontal format. (The video may contain vertical clips, but the final product must be landscape.)
- May be submitted in any language.
- Must NOT include any offensive materials.
- Must NOT include ANY copyrighted music, audio/video clips, characters, logos, or other protected material. Videos may include music only if it is considered “open source” music, or if it is composed and played by a student (or students) in the group.
- Must agree the City of Austin owns all submitted videos. Winners and their legal guardians agree to the City of Austin right to property in which the city may edit and distribute the video.

## HOW TO ENTER

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- All video submissions must be submitted as a link. Please upload your video to a video hosting website like YouTube, Vimeo or a social media platform and generate a link so we can watch it online.
- Once you finish your PSA, send an email to [becca.villarreal@austintexas.gov](mailto:becca.villarreal@austintexas.gov) with:
  - Your full name or the designated point of contact for your group (class submissions should include teacher’s name)
  - The name of your school and your grade
  - Student or legal guardian’s email address and phone number
  - The link to your uploaded PSA

## PRIZES

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- Each individual winner or winning team will receive a \$100 gift card along with Watershed Protection swag bags. Winning PSAs may be aired on local news stations at Watershed Protection's discretion.

# RESOURCES

## EXAMPLES

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- Be sure to check out the examples on our [YouTube Playlist](#) for inspiration.
- These examples serve as inspiration for students to create their own PSAs, not as a framework to duplicate. Remember to be creative and have fun!

## WEBSITES

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Visit the following websites to learn more about flood safety awareness. The information on these websites may help influence your PSA.

- [Watershed Protection | Flood Safety](#)
- [National Weather Service | Turn Around Don't Drown](#)
- [Austin Fire Department | Turn Around, Don't Drown](#)

## VIDEO EDITING APPS/SOFTWARE

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The applications or websites linked below are free to use and may be used to help you create your PSA. You may be required to create an account to use some of the services.

- [Capcut](#)
- [VEED](#)
- [Adobe Express](#)

## STOCK FOOTAGE

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The following sites contain copyright free images and videos. The materials are free to use, but attribution requirements may differ depending on the content. Be sure to read the attribution requirements for the materials you download.

- [Pexels](#)
- [Pixabay](#)

# RUBRIC

Watershed Protection's Communications and Engagement Office will first determine if each submission meets the requirements in Tier 1. Watershed Protection employees across the department along with local meteorologists will then judge the videos based off the criteria in Tier 2 and Tier 3. Winners will be announced in April and are invited to a winner's ceremony at the end of April.

## TIER 1 (CEO OFFICE)

### DOES THE VIDEO MEET THE REQUIREMENTS? (YES/NO)

Is the video 30 seconds or less?	YES / NO
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Is the video filmed in a horizontal format?	YES / NO
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Does the video contain copyrighted materials? Does the video contain offensive materials?	YES / NO
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Does the video subscribe to the contest guidelines? Does the video contain the “Turn Around - Don’t Drown” slogan?	YES / NO
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Has the student signed and submitted all contest forms?	YES / NO
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Submission language: English, Spanish or other (Circle one)	
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# RUBRIC

## TIER 2 (PRODUCTION QUALITY)

OFFER A SCORE FROM 1-5 (5 BEING THE HIGHEST)

High quality visuals (aesthetically pleasing to the eye)

Rate 1-5

Smooth transitions, cuts between clips are seamless

Rate 1-5

Audio is clear, if applicable  
(easy to understand what is being said)

Rate 1-5

Text/font is legible, if applicable

Rate 1-5

## TIER 2 (CREATIVITY)

OFFER A SCORE FROM 1-5 (5 BEING THE HIGHEST)

Originality and creativity

Rate 1-5

Exemplifies and expresses what a true \*PSA is.  
Tells or shows how this information can help viewers and includes a \*\*call to action that persuades people to stay safe on flooded roadways.

Rate 1-5

This PSA captured my attention and left a lasting impression, was memorable

Rate 1-5

\*PSA, is a short, non-commercial announcement created to provide information to the public. PSAs may look and feel different, but they share the same goal: to persuade people to take action and help solve an issue that affects the community.

\*\*Call to action is a term to prompt an immediate response or encourage an action.