



Environmental Fridays Public Science Announcements (EF PSA) Video Contest Guidelines

Description

This contest is open to all Michigan high school and college students. It is co-sponsored by Building Excellence in Science and Technology (BEST Early) and the *Benton Spirit* Community Newspaper in collaboration with the Michigan Department of Environment, Great Lakes, and Energy's Office of the Environmental Justice Public Advocate, and Honor Credit Union. It requires that participating students create a two-minute public science announcement (PSA) video on an environmentally related topic. It should be persuasive; science-based; and of interest, importance, and relevance to the public. Entries can be submitted by individual students or teams of students. Entries will be judged in two categories: high school and college. The top three videos in each category will be awarded **\$250**, **\$150**, and **\$100** at the end of each Environmental Fridays season. Feature stories related to this contest will be covered and published in the *Benton Spirit* Community Newspaper.

Instructions

1. Complete and submit the application form by **November 18, 2022**, for Season III and or **March 24, 2023** for Season IV.
2. Videos must be submitted by **December 5, 2022**, for Season III and or **April 21, 2023**, for Season IV. Submit to murrayd@andrews.edu via [WeTransfer](#). The top 10 videos will be announced and shown on **December 16, 2022** (Season III) and **May 5, 2023** (Season IV).
3. Each participant must write and submit a 350 - 400-word description (essay) on the subject and purpose of their PSA as an attachment to their completed application form. A separate page of accurate references and sources must be included with your description. Essays must be typed and submitted electronically as a pdf file attachment with the application form. They must be formatted in Times New Roman font, size 12, single-spaced, justified, with one-inch margins.
4. At the end of your essay, in a separate paragraph write two - three sentences that include your name, high school or college, hobbies, and college and career plans. Also, separately attach a high-res jpeg photo of yourself; do not embed it in a word file.
5. Do you. Be original. Have fun, be creative. Your submissions: video, and essay, must be your own work. Reference and acknowledge all resources and personnel used. Your video should have a credits slide.
6. Make sure your submissions are persuasive, interesting, and informational for the public. While it must (i) have high science content and (ii) be scientifically correct, do not try to overly impress with 'big' technical words. Seek to be understood.
7. Videos will be judged by these categories: *science content and accuracy* (**13** points), *persuasiveness* (**12** points), *critical thinking* (**10** points), *originality and creativity* (**5** points), *video length* (2 mins +/- 10 secs) (**5** points), and *organization, flow, clarity* (**5** points).

Video Tips & Guidelines

- a. Create a 2-minute video on your PSA topic. Use mpeg or mov format. Submit to murrayd@andrews.edu via [WeTransfer](#).
- b. Use **Guideline 7** to see how your video would be evaluated.
- c. Use whatever video 'equipment' that is available to you: cellphone, ipad, video camera or camcorder. Use any resources, including people, to help with your video. There are online sites that gives tips and guidelines for making videos search them out.
- d. Write out a storyline and outline for your video. It may change over time but always have a written plan/plot.
- e. Think about and plan what you are going to say and do for each clip ahead of time. Minimize pauses, 'umms' and 'errs.'
- f. You can use background music or other legal footage to help create ambience and flow to your video.
- g. Tripod shots, as much as possible, or set camera on something so it won't move and you aren't always hand holding it.
- h. Edit your video! Don't just put up a whole clip of yourself talking with no cuts. Edit to make the video's pace work better.
- i. Have fun, be creative. You can view previous PSA videos on YouTube at [2019PSA](#) and [2020PSA](#).