

STEWARDSHIP VIDEO CONTEST

"I think having land and not ruining it is the most beautiful art that anyone could ever want to own."

-Andy Warhol

Background: Andy Warhol had it right. Why would someone ruin nature by spraying paint on it? Graffiti and tagging is on the rise in Pennsylvania state parks and forests, and we need your help to make it stop.

Spray paint is harmful to humans, nature, and geological formations. Graffiti is considered vandalism and is punishable by law.

To keep our state parks and forests graffiti free, the Pennsylvania Parks & Forests Foundation (PPFF) is hosting a video contest to raise awareness about the importance of stewarding our state parks and forests. Use the quote by Pennsylvania native Andy Warhol to create a video that inspires visitors to take care of our public lands, or raises awareness of the negative impact graffiti has on our natural world.

The Contest: Create an original video (2 minutes or less) to educate and inspire people with its message to steward our state parks and forests, not paint them with graffiti or other forms of vandalism. The video must contain a compelling message for stewardship or an educational message about the impacts of graffiti, and a call to action. Entries can use any genre or shooting style.

Eligibility and Winner Selection: The video contest is open to Pennsylvania high school and college students. Videos may be produced by an individual or group of up to four collaborators. Prizes will remain the same whether the winning entry was produced by an individual or a team. Winning videos will be displayed on PPFF's website and shown at the Foundation's annual awards banquet in May.

A panel of judges will award Critics' Choice prizes based on the criteria set forth below; People's Choice prizes will be awarded based on popular online voting through the Foundation's YouTube channel.

The Prizes:

- ◇ **People's Choice—High School:** \$200
- ◇ **People's Choice—College:** \$200
- ◇ **Critics' Choice—High School:** \$300
- ◇ **Critics' Choice—College:** \$300

(A video will be awarded only one prize; no video may win both popular and critics' choices.)



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Made possible by a grant from the Alexander Stewart, MD Foundation

The Rules:

- ◇ Each video must have one Lead Producer to serve as the main point of contact and may include up to four group members. Recognition and prizes will be given to the lead producer and all those listed as co-producers on the entry form.
- ◇ **The length of the video should not exceed 120 seconds (two minutes), not including a 10-second title screen.**
- ◇ All entries should begin with a 10 second full-screen “title screen” that includes the following information:
 - ◇ Lead Producer’s name
 - ◇ School name
 - ◇ School city, state
 - ◇ Title of video
- ◇ All entries become the property of PPF for the Foundation’s use and cannot be returned. By submitting the video, entrants agree to allow PPF to post the video to the PPF website and Facebook page or any other media, currently and in the future. Entrants retain ownership and all other rights to future use of their intellectual property.
- ◇ Entrants grant the Pennsylvania Parks & Forests Foundation the right to use their names, photographs, statements, quotes, testimonials, and video submissions for advertising, publicity, and promotional purposes without notification or further compensation.
- ◇ All information presented in the video must be cited, giving credit to the original source. Plagiarism of any kind will result in disqualification.
- ◇ No professional assistance is allowed.
- ◇ There is no entry fee. Only one entry per person or group will be accepted.
- ◇ The creation of graffiti to illustrate a purpose will be disqualified and the video given to authorities. Content must not invade the privacy of any individual or contain illegal behavior. Any content deemed inappropriate by the judges will be disqualified.
- ◇ Entrants must obtain all necessary rights and permissions for music, images, and any other non-original aspects of the video.
 - ◇ No copyrighted materials (music, images, etc.) may be used for this contest unless you own the copyright or have a license to use the material for this contest. Written permission must be obtained and provided upon request for all copyrighted materials. Complete the attached form related to copyrighted materials.
 - ◇ If actors appear in your video, download the actor permission form and include it with your entry.
- ◇ The only compensation for submitting a video is the opportunity to be awarded a prize if the entry wins. No additional compensation will be paid by PPF nor will the Foundation be liable to the filmmaker under any circumstances.
- ◇ Students should keep a copy of their video. PPF is not responsible for any videos that are lost, damaged, or improperly uploaded.
- ◇ By accepting the prizes, winners agree to hold the Pennsylvania Parks & Forests Foundation harmless against any and all claims and liability arising out of use of such prizes.

- ◇ Entrants agree to be bound by the official contest rules and decisions of the judges. All judges decisions are final.

Entries and People's Choice Voting:

- ◇ Submit your entry to the Foundation by upload to <http://bit.ly/ppffstewardshipvideo2016>.
- ◇ Include the entry form and all other required documentation. All portions of the entry form must be completed when you upload your video for it to be eligible.
- ◇ Entries may be submitted starting on November 14, 2016. All videos must be submitted by 12pm on January 16, 2017 for consideration.
- ◇ Entries will be transferred to the Foundation's YouTube Channel (<https://www.youtube.com/user/PAParksandForests>). The online voting period for the People's Choice prizes will be from 12pm on January 17, 2017 through 12pm on January 23, 2017.
- ◇ Winners will be notified by email.

Evaluation and Judging for Critics' Choice Prizes:

Teachers and conservation leaders, whose decision on the award of Critics' Choice prizes are final, will judge the videos on the following:

- ◇ **Adherence** to time limit.
- ◇ **Following of title screen guidelines.**
- ◇ **Accuracy** of content.
- ◇ **Appropriateness** of video .
- ◇ **Overall impact** of the video for eye-catching appeal, visual attractiveness, and ability to draw the viewer into the video and keep them engaged.
- ◇ **Clarity** of the message as it relates to stewardship or against graffiti.
- ◇ **Creativity**—is the video original and innovative?
- ◇ **Production**—was the overall production of good quality, including sound and visual elements?

Who is the Pennsylvania Parks & Forests Foundation? The mission of the Pennsylvania Parks & Forests Foundation is to inspire stewardship of Pennsylvania's state parks and forests through public engagement in volunteerism, recreation and conservation. Based in Camp Hill, we work across the state through programs, initiatives, and projects. Currently 39 PPF chapter friends groups can be found making a difference in parks and forests.

Why We Care: Graffiti is on the increase in our state parks and forests. We have identified 37 hotspots in 20 state parks and forests where accumulated graffiti and other vandalism causes significant negative impacts. Graffiti takes away the rights of others to enjoy our state lands, and poses a threat to human and environmental health.

In 2016, the Foundation launched an initiative to steward our state forests and parks called the **Stewards of Penn's Woods**. As part of that program, we have started to remove graffiti from our parks and forests. But we know we also need to educate the public on the impacts of graffiti if we are going to effectively conserve these lands for all to enjoy.

How do I find out more? Visit the Foundation's website at <http://bit.ly/ppffantigrffiti> to see images of graffiti, graffiti removal projects, and more to assist you in creating your video or gathering ideas.

Stewardship Video Contest

Entry Form

(All entries must be received in the PPF office before January 16, 2017)

Grade Level (circle one):

High School

College

(Note: If yours is a group submission, the grade level of the oldest group member should determine the grade level selected.)

Title of Video: _____

Full name of school, homeschool or college: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Teacher/Advisor/Home School Parent Name: _____

Teacher/Advisor/Home School Parent Email: _____

Teacher/Advisor/Home School Parent Phone: _____

Student Name: _____

I verify that this video is original and that I have copies of all permissions for non-original aspects as well as for people shown in the video. I recognize that by submitting this entry, I grant all rights and privileges of its use to the Pennsylvania Parks & Forests Foundation:

Parent or Guardian Signature: _____

(if entrant is under the age of 18)



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Actor Release Form

(This form must be completed by each identifiable person appearing in your video)

Title of Video Entry: _____

Lead Producer's Name: _____

Lead Producer's Email: _____

Lead Producer's Phone: _____

Actor's Name: _____

Actor's Date of Birth: _____

I understand that an original video has been created and submitted to Pennsylvania Parks and Forests Foundation (PPFF), which includes images of me or my child. I understand that this video has been submitted as part of the PPFF Anti-Graffiti student video contest. I grant full permission and authority to PPFF and anyone authorized by the organization, to use, publish, and display my or my child's image and/or voice contained in the video.

I recognize that there is no form of compensation.

By signing this form, I certify that I am legally authorized to grant the permissions and waivers stated.

Actor's Signature: _____

Date: _____

Parent or Guardian Signature: _____

(if Actor is under the age of 18)

Date: _____



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