



Inspiring Change – December, 12-14, 2011

Let your creativity flow

Manitoba Conservation Districts Association (MCDA) Youth Multimedia Competition

Task

Entrants must create a promotional piece directed at a middle school or high school audience, but with appeal for other age groups. This piece will use creative elements to attract students to the current state of our water resources and inspiring others to better understand these resources, while becoming a water steward in Manitoba.

This theme can be interpreted in a number of ways, including:

- personal use of water
- local initiatives in water management
- Manitobans perspective on the availability of water
- why we might want to conserve water
- what threatens water resources in your area
- considering upstream and downstream neighbors in your local watershed
- any other related topic relating to water (please verify this with your teacher first)

Open to

- Group A: Grades 7 to 9
- Group B: Grades 10 to 12

Group work from two to three students will be accepted, although individual work is encouraged. Groups of more than three will **not** be accepted. Award money, if the entry places, will be divided among the members of the group. Entries may be part of a classroom activity or done by students on their own.

Deadline: November 25th, 2011

Format

Video: 45 seconds minimum/90 seconds maximum
(digital video cameras are preferred if accessible)

PowerPoint: 45 seconds minimum/90 seconds maximum timed presentation
Think about incorporating sound with the slides.

Poster: 11 inches x 17 inches minimum/24 inches x 36 maximum

Finished video files should be burned to a CD or DVD disc as they will be too large to email. Posters should be done on a material that can be rolled and put in a mailing tube if the poster is created manually; if developed using design software submit as a PDF.

Elements

- documentation
- dance
- or a combination of any of above
- Illustration
- vocal
- animation
- performance art
- narration
- music
- photography
- verse



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Websites for assistance

- www.mcda.ca to find links to Conservation District (CD) websites and information on what CDs do
- <http://www.google.com/support/websearch/bin/answer.py?&answer=29508&hl=> where there is information about the options (using advanced search) to search Creative Commons in Google
- <http://vimeo.com/categories> Education and DIY button for help with production

Use of images

Winning entries are expected to be posted on the MCDA website (www.mcda.ca) in the future. Students who use images of other students in their entry must keep in mind that parents of those students must give their permission to use their children in material posted to the web. Consequently, the use of group or crowd shots of students where individual students can be identified will complicate the permission process, and may prevent a winning entry from being used on the web.

Entry identification: Entries should not include the name of the entrant or name of conservation district in the video, power point or poster. Include student name(s) in the file name of the entry or on a separate piece of paper.

Judging criteria: (please see attached rubrics for each group)

- Effectiveness of Presentation 20
- Content 20
- Incorporation of theme 20

Please note: All entries will be accepted and judged by a panel of MCDA judges. Announcement of winners will be made on December 13th, 2011.

Awards:

Group A:	First	\$200	Second	\$150	Third	\$100
Group B:	First	\$200	Second	\$150	Third	\$100
People's choice:	First	\$200	Second	\$150	Third	\$100

Prizes may not necessarily be awarded in all categories. Submissions will be displayed at the MCDA conference in December 12th to 14th, 2011.

Please mail entries to:

Manitoba Conservation Districts Association, 940 Princess Ave., Unit 4, Brandon, Manitoba, R7A 0P6

To make sure that we are on the lookout for your material, please email info@mcda.ca to let us know that your material is on the way.

For more information, please contact: Sharla Boychuk, Executive Director, 204.570.0164



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Information to be included with each entry, but not imbedded in the entry

Title of entry: _____

Name(s) of entrant (s): _____

School: _____

Grade level: _____

Contact information:

If teacher initiated

Teacher name: _____

Phone number: _____ **email:** _____

If student initiated (if group, list name, phone number of all students)

Phone number: _____