

2024 Student Conservation Video Contest

Idaho Operation

Veolia Idaho Operations 2024 Student Conservation Video Contest

Objective

Veolia's Idaho Operation encourages students in grades 9-12 attending Boise and Eagle schools within our service territory to produce a video promoting water conservation. The video will air in two formats, 30-seconds and 15-seconds. Veolia will air the 30-second entries of the first, second and third place winners on local television stations and on social media platforms. Veolia will air the 15-second entries on Idaho Public Television and on our social media platforms. These videos are part of our summer conservation campaign, generally running from mid-June to early September. Veolia will also contribute a cash donation to the classroom(s) of the top three finalists: \$1,500 for first place, \$750 for second place and \$500 for third place.

Background

Veolia's Idaho Operation is the largest municipal water provider in the State of Idaho. Serving a population of more than 260,000 residents throughout Boise and Eagle, the utility conducts an annual summer water conservation campaign. Approximately 70% of the water used by Veolia customers comes from deep aquifers and a series of 83 wells throughout our service territory.

Approximately 30% of the water in our system comes from the Boise River. During the winter months, average daily consumption is approximately 25 million gallons per day. During the peak summer irrigation season, Veolia's customers can use more than 90 million gallons of water per day.

The intent of the company's conservation outreach and education efforts is to inform its customers of the value of preserving the area's critical water resources. By being water wise, residents can help preserve water resources and lower their water bills while still maintaining attractive landscaping.

Find additional information about Veolia as well as facts and statistics you may want to include in your video, visit our website at: mywater.veolia.us/idaho/water-in-my-area/water-saving-tips

Contest Rules

- 1) This contest is open to any student in grades 9-12 enrolled in a Boise or Eagle school and Bishop Kelly High School. Students do not need to be enrolled in a video production course to enter.

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- 2) Students can enter as an individual or in teams. Only one entry per student or team allowed.
 - 3) The entry must be edited into both 25-second and 10-second versions (two videos covering the same topic/content).
 - 4) **Videos must not exceed 25-seconds and 10-seconds in length. (While the typical broadcast message is 30-seconds or 15-seconds in length, the contest requirements are shorter, allowing Veolia to add branding identifying the winning filmmaker).**
 - 5) Entries must conform to Veolia's standards, brand identity and accepted broadcast standards. Note that any entry which violates intellectual property and/or copyright laws will be deemed ineligible.
 - 6) High-definition video is preferred, but not required. Students can complete production on any platform, but the final video submission must be in either QuickTime (.mov), MP4, MPEG or AVI format.
 - 7) Files must be named with student first and last name - if a group entry, use last names only in file name. The file name for each video, entry form and release submitted must include the student first and last name. For a group entry, file name must include the last name of all members of the team. This enables Veolia to match the required paperwork with the video entry. **ANY ENTRY THAT DOES NOT INCLUDE SIGNED ENTRY AND RELEASE FORMS FOR ALL STUDENTS AND ON-CAMERA PARTICIPANTS WILL BE INELIGIBLE.**
 - 8) To submit entry forms, releases and your video (in 25-second and 10-second versions), upload all items using wesendit.com, a free file transfer service.
 - a. We Send it information:
 - i. Recipients email: Idaho.watereducation@veolia.com
 - ii. Subject: "2024 Student Conservation Video Contest"
 - iii. Message: "2024 Student Conservation Video Contest" as well as the student(s) names and grade(s)
 - b. Add your files and after they are uploaded, click the 'Send' button
 - c. You will receive email notification that WeSendit transferred the files to Veolia and when they are downloaded.
 - 9) A panel of judges will select a first, second, and third place winner from the eligible entries. The first place entry will receive the heaviest television rotation (airplay), while the second and third place finishers will receive reduced airplay.
 - 10) All submissions shall become the sole and exclusive property of Veolia and may be posted online and on other media and social media platforms, in addition to being aired on local television stations, in the sole discretion of Veolia. While the intent is to broadcast the top three videos during the summer 2024 conservation campaign, Veolia reserves the right to air any or all finalists in subsequent years as well. In order to be considered, all video submissions MUST include a signed release form from EVERY individual who may appear in the production. Entries involving individuals under the age of 18 MUST be accompanied by a signed parental consent and release for each of those individuals. **ENTRIES WITHOUT PROPER RELEASE FORMS WILL NOT BE CONSIDERED.** Release forms are available with the entry form later in this document.
 - 11) In addition to the classroom donations and recognition noted, no further compensation will be provided to students whose videos are broadcast, posted online or on other social media platforms.
 - 12) Veolia has the discretion to reject any or all entries. The company retains the right to publicize the winning entries, either through a media event, news release, or via online or social media platforms, without compensation for the winning individuals/teams.

Winners

Judges will identify three finalists (first, second and third place). All three finalists will receive recognition on-air for their entry, as well as a certificate noting their achievement. The classrooms of the winning finalists will receive a donation in the following amounts:

- First Place: \$1,500
- Second Place: \$750
- Third Place: \$500

Contest Dates

Entries must be submitted no later than **April 18, 2024**. Entries become the property of Veolia. The winning entries will be selected and teachers will be notified by May 1, 2024. The summer conservation campaign will run from mid-June to early September (dates are subject to change).

Contact

For questions or more information, please reach out to idaho.watereducation@veolia.com

Entry Checklist

All items are required for entry into contest:

- High-definition video production (QuickTime [.mov], MP4, MPEG or AVI format)
 - 25-second version
 - 10-second version
- Completed Entry Form, including name(s) of all participating students
- Completed and signed Parental Consent/Release form for all students under 18 entering contest

ANY ENTRY WITHOUT ALL REQUIRED ITEMS WILL BE INELIGIBLE FOR CONTEST CONSIDERATION.

Upload ALL forms, releases and videos to: wesendit.com, a free file transfer service.

- Under Recipient's Email, type idaho.watereducation@veolia.com
- In the Subject box, type "2024 Idaho Student Video Contest" as well as student names
- In the Message box, type "2024 Idaho Student Video Contest" as well as student name(s) and grade(s)
- Add your files and after they are uploaded, click the 'send' button
- You will receive email notification that WeSendit transferred the files to Veolia and when they are downloaded.

Good luck! We look forward to reviewing your entries!

Veolia Water Idaho 2024 Student Video Contest Entry Form
(please print clearly)

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| Entrant's Name(s) | |
| School | |
| Grade | |
| Teacher | |
| Video Entry Title | |
| Briefly describe the concept behind the video | |

Parental Consent and Release to Photograph and/or Video

I represent that I am the parent or guardian of the minor child listed below and hereby give my consent to Veolia Water Idaho and its licensees and assignees to take or use photographs, digital images, and video/audio recordings of my child submitted for the Veolia Water Idaho Student Video Contest – 2024, for purposes including, but not limited to, use in news releases, marketing materials and/or educational materials such as, but not limited to, the following: printed publications or materials, posters, brochures, electronic publications or Web sites. I agree that my child’s name and identity may be revealed in descriptive text or commentary in connection with the image(s) and/or video. I authorize the use of these images and/or videos without current or residual compensation to me or my child. All negatives, prints, and digital reproductions shall become the sole property of Veolia Water Idaho.

I hereby waive, release and forever discharge Veolia Water Idaho from any and all claims or liability arising from the use of my child’s photographs, digital images, and video/audio recordings for the above stated purpose and understand and agree that this authorization is continuous and may only be withdrawn by my specific rescission of this authorization.

I hereby release and discharge Veolia Water Idaho and all licensees and assignees from any liability whatsoever by reason of any distortion, alterations or use in composite or other form, whether intentional or not, which may occur in the making or use of the photographs, audio/video recordings and/or digital images.

I represent that I am the parent or guardian of the minor listed below and that I have the full legal capacity and right to execute this release and grant the rights granted herein.

I HAVE READ THIS RELEASE AND THE VEOLIA WATER IDAHO STUDENT VIDEO CONTEST – 2024 CONTEST RULES, AND AM FULLY FAMILIAR WITH AND UNDERSTAND THEIR CONTENTS.

(please print clearly)

Child’s Name

Date of Birth

Signature of Parent/Guardian

Date

Address: _____

Phone Number: _____

Note: Signed release form MUST be submitted for all individuals who appear in the video. Parental consent forms are required for students under 18. All entries become the property of Veolia.