

# SERT VIDEO CONTEST

## Entry Guidelines and Contest Rules

### Contest Focus

The goal of SERT's Video Contest is to raise awareness about the importance of energy conservation and responsible recycling, and to emphasize the sustainability-related actions of school-based SERT teams. All entries should clearly focus on saving energy, recycling responsibly, and/or the school's sustainability related activities.

### Eligibility

All Montgomery County Public Schools (MCPS) elementary, middle, and high school students and staff are eligible to enter the SERT Video Contest. Each school may submit three entries per category (PSAs and Conservation Clips). Schools are encouraged to conduct their own judging and submit their best entries. Students and staff featured in the videos must all represent the same school.

### Video Guidelines

All submissions for the SERT Video Contest must–

- ◆ encourage others to conserve energy, recycle responsibly, or actively participate in the school-based SERT team's activities;
- ◆ be presented in English;
- ◆ fit within the time limits of the category;
- ◆ have a title;
- ◆ be uploaded to Google Drive, Dropbox, YouTube, or a similar platform;
- ◆ have an active hyperlink that is visible to the general public;
- ◆ be accompanied by a fully-completed SERT Video Contest entry form and signed permission slips for each student participant; and
- ◆ be submitted by 5:00 p.m. on February 25, 2022.

### Categories

Entries for the SERT Video Contest will fall into one of two categories based on their length. Public Service Announcement videos should be 30-60 seconds long. Videos for the Conservation Clips category should be 1-5 minutes in length.

### Entry Forms

Each entry must be accompanied by an official SERT Video Contest entry form and a permission slip, signed by a parent/guardian, for **each** participating student. Entry forms must be signed by the school's administrator. Download entry forms and student permission slips on our website, [www.GreenSchoolsFocus.org](http://www.GreenSchoolsFocus.org).

### Winning Entries

Videos will be judged by select MCPS staff. Entries will be scored based on their content, creativity, and quality. Awards will be presented to a total of six winners. One entry per category will win for each school level (elementary, middle, and high). Winning schools will earn a \$300 monetary award and bragging rights. The winning entries will be featured on our website, in our periodic newsletter, on [Twitter](https://twitter.com) and other mass communications.