

Celebrate Your Watershed



-2016- Youth Multi-Media Competition



Manitoba
Conservation Districts
Association

Contact: Shane Robins
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www.mcda.ca

Annual Manitoba Conservation Competition

Adaptation-Mitigation-Transformation

- **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 and changing state of our water resources, assist others in better understanding these resources, while becoming a water steward in Manitoba.
- The theme *“Celebrating Watershed Successes”* must incorporate issues within Manitoba’s local water resources and can be interpreted in a number of ways, including:
 - Surface water management
 - Local water initiative
 - Watershed planning
 - Manitoban’s perspective on water availability or environmental change
 - Our use of water resources
 - Personal use of water
 - Why we need to conserve water
 - What threatens water resources in our area
 - Upstream and downstream neighbors in your local watershed
 - any other related topic relating to water (please verify this with your teacher first)
- **BEST PART – 1st Place - \$200, 2nd Place - \$150, 3rd Place - \$100, for both groups!!!**

- **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 21st, 2016**



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- **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.
- Finished video files can be on a thumb drive, CD, DVD disc and mailed to the MCDA Office in Brandon. Otherwise sharing files via DROPBOX or WESHARE works as well.
- **If desired, these design elements may be incorporated into your video or PowerPoint:**
 - • documentation • illustration • animation • narration
 - • creative expression
 - • verse • vocal • photography • music
 - • debate
 - • or a combination of any of above
- **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) and youtube channel 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.

OUR MAILING ADDRESS:
930 Victoria Ave. East
Brandon, MB
R7A 2A4



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Let your creativity flow.

Manitoba Conservation Districts Association (MCDA) Youth Multimedia Competition

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: _____

I give permission to have my multimedia competition entry posted on the MCDA website

Date: _____

Must be signed by a parent/guardian if under 18 years of age.



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For further information please contact:

Shane Robins, Executive Director

204.570.0164

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Multimedia Presentation Rubric: Group B: Grades 7 to 9
MCDA Youth Multimedia Competition

Criteria		3 points	2 points	1 point	
Effective Presentation	<ul style="list-style-type: none"> - presentation uses design elements effectively to get message across - presentation uses some local material (pictures, maps, locations for video shots, etc.) - presentation is polished - presentation follows criteria set out (e.g. time) 	- has 3 of the desired features	- has 2 of the desired features	- has 1 of the desired features	X 5 = /20
Content	<ul style="list-style-type: none"> - has a focus - appropriately uses some of the key terms/ideas that s/he is learning at school* - indicates an accurate understanding of water issues - uses correct evidence/facts 	- has 3 of the desired features	- has 2 of the desired features	- has 1 of the desired features	X 5 = /20
Incorporation of Theme	<ul style="list-style-type: none"> - has a clear message on our local water resources - engages a middle years school audience - shows a personal perspective - gives direction on how to become more sustainable 	- has 3 of the desired features	- has 2 of the desired features	- has 1 of the desired features	X 5 = /20
Total					/60

Key terms/ideas for Grades 7 to 9: ecosystem, biosphere, abiotic, biotic, organisms, ecological succession, photosynthesis, cellular respiration, ecological pyramid, bioaccumulation, scavengers, decomposers, micro-organisms. heat capacity, fresh water, salt water, convection, Coriolis effect, global water cycle, drainage system, watershed, continental divide, erosion, deposition, flow rate, tides, terms related to water treatment, global quality of life, major bodies of water, and factors that influence the movement of people around the world.

Note: entrants must have permission to use any local elements and pictures. They are also encouraged to use materials from Creative Commons when using non-local shots, following licensing agreements. Go to: <http://www.flickr.com/creativecommons/>

Other websites:

- www.mcda.ca to find links to conservation district websites with info about 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
- <http://gofree.com/download/Video/Mediaplayers/vlcmediaplayer.php?qclid=COOa9dXOuaQCFQMEbAodhi9R0w> to make sure that the finished video can be viewed on a computer or Google: VLC player download

Multimedia Presentation Rubric: Group B: Grades 10 to 12
MCDA Youth Multimedia Competition

Criteria		3 points	2 points	1 point	Weighting
Effective Presentation	<ul style="list-style-type: none"> - presentation uses design elements effectively to get message across - presentation uses some local material (pictures, maps, locations for video shots, etc.) - presentation is polished - presentation follows criteria set out (e.g. time) 	- has 3 of the desired features	- has 2 of the desired features	- has 1 of the desired features	X 5 = /20
Content	<ul style="list-style-type: none"> - has a focus - appropriately uses some of the key terms/ideas that s/he is learning at school* - indicates an accurate understanding of water issues - uses correct evidence/facts 	- has 3 of the desired features	- has 2 of the desired features	- has 1 of the desired features	X 5 = /20
Incorporation of Theme	<ul style="list-style-type: none"> - has a clear message on our local water resources - engages a high school audience - shows a personal perspective - gives direction on how to become more sustainable 	- has 3 of the desired features	- has 2 of the desired features	- has 1 of the desired features	X 5 = /20
Total					/60

Key terms/ideas for Grades 10 to 12: This is a good fit with the Natural Resources Cluster in Grade 10 Social Studies and the Ecosystems Unit in Grade 10 Science. Students may also be involved in other courses that reflect this topic, such as Current Topics in Science 30S or Biology 40S.

Note: entrants must have permission to use any local elements and pictures. They are also encouraged to use materials from Creative Commons when using non-local shots, following licensing agreements. Go to: <http://www.flickr.com/creativecommons/>

Other websites:

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Good Luck to Everyone!!!