STUDENT VIDEO CONTEST RULES

PROGRAM GOAL
The New Mexico Museum of Natural History Foundation (Foundation) is hosting its 3rd annual video contest, “Sustainable Solutions for a Better Tomorrow”, in partnership with the New Mexico Museum of Natural History and Science (NMMNH&$).

On January 10, 2020, The Museum and the Foundation will open an extraordinary exhibition with a focus on resilience. The Museum believes in a beautiful New Mexico that values vibrant, sustainable communities for a better quality of life where waste is a resource. Sayaka Ganz: Reclaimed Creations will inspire and challenge New Mexicans to achieve some of the highest waste reduction, recycling, and reuse in the nation and to rethink energy. The objective of the exhibit is to educate New Mexican adults and children as to why the state needs recycling action immediately and how to go about making significant changes to bring about constructive progress.

The Foundation invites all students in 4th grade through 8th grade to participate in a video contest “Sustainable Solutions for a Better Tomorrow”, beginning Monday, February 3, 2020. The contest focus is on a broader scale than just recycling and reuse; encouraging students to identify innovative ideas to positively affect the world of tomorrow..... solutions that will sustain the quality of life for future generations. Video submissions are due March 31, 2020. The Sayaka Ganz: Reclaimed Creations Exhibit is the backdrop for the student video contest, as the video contest goal this year is to inspire student-developed, original videos around a theme that demonstrates Sustainable Solutions for a Better Tomorrow using your creativity, innovation and imagination to represent the science, technology, engineering, art and mathematics of your vision (STEAM). #ShowUsYourGenius

ELIGIBILITY
- To be eligible, students must be in grades 4 through 8 for the 2019-20 school year. The video team can be comprised of any individual, small group, or classroom, from within the school or other educational organization. Participating teams can be comprised of students from public, private or parochial schools, as well as students involved in student clubs, summer programs, or home-school groups.
- Any given student and/or student team may submit a maximum of one (1) video to the contest.
- Each team must have an adult coach.
- Submissions that are deemed by the Judges in their sole discretion to be illegal, immoral, obscene, profane or in not keeping with Sponsor’s image will be disqualified.
- All submitted videos will remain the property of the Foundation and all entrants must allow the Museum and Foundation to use their submission for public education by executing the mandatory On-Line Video Submittal Registration Form.

SUBMISSION REQUIREMENTS
Contest Period: The contest begins at 5:00 pm (Mountain Standard Time) on Monday, February 3, 2020 and ends at midnight (Mountain Daylight Savings Time) on Tuesday, March 31, 2020.

EXPRESSION OF INTEREST
1. Each video team is requested to submit a completed Foundation Sustainable Solutions for a Better Tomorrow “Expression of Interest” Form no
later than March 3, 2020 to indicate your interest in participating in the video contest to marketing@naturalhistoryfoundation.org. Each team will receive a Confirmation ID following receipt of the form, within 3-days of its receipt. If your team does not receive a Confirmation ID, please contact Cheyenne Quintana (505) 841-2817, or marketing@naturalhistoryfoundation.org.

SUBMITTING THE VIDEO
For a video submission to be eligible for competition, the video team must submit the following items to the Foundation no later than March 31, 2020:
1. Upload a copy of your video on "http://www.naturalhistoryfoundation.org/annual-student-video-contest" (See “Video Requirements" section of this documents for more details")
2. Your Confirmation ID, and
3. A completed Video Submittal Registration Form
(The video filename should be same as the first 20 characters of the video title)

VIDEO REQUIREMENTS
General
• Each video must open with the Foundation “Sustainable” bumper. The Foundation contest “Sustainable" bumper must remain on the screen for a minimum of 5 seconds, and can be downloaded from http://www.naturalhistoryfoundation.org/annual-student-video-contest.
• The length of the video must be between 2-3 minutes, including: 1) Foundation Sustainable bumper, 2) opening title information, and 3) closing credits. Videos longer than 3 minutes will not be eligible for the competition.
• All videos must be original and may neither be prepared by a professional nor contain content that is inappropriate for general audiences.
• Video submissions should primarily consist of original student footage and not spliced video/images produced by other sources. Please review the 2020 Student Video Contest Scoring Rubric for specifics regarding appropriate percentages of original student versus non-student footage.
• Be creative!

• Videos must comply with copyright rules and regulations. Sources of information and materials used (i.e. music) must be properly acknowledged and credited in the video.

Video Format
• Resolution must be at least 1920x1080 pixel resolution
• Recommended format is MPEG-4 (.m4v/.mp4)
• Other acceptable formats are Quicktime (.mov), Windows AVI (.avi), and Windows Media (.wmv).

Theme
Sustainability challenges us as individuals, organizations and societies to make decisions that ensure that future generations will enjoy a quality of life equal to or better than our own. It asks us to think about the way our behaviors impact the environment and to make better choices for our own good and the good of future generations.

Solid waste is a major urban challenge worldwide and decisions over which technologies or methods to apply can have beneficial or detrimental long-term consequences. Despite the Recycling, Sustainability, Resilience (RSR) programs organized nearly 50 years ago, most of the US population still fails to engage in RSR. In fact, the US generates >30% of global waste yet comprises only 4% of the global population. In New Mexico 81% of our waste goes to landfills, incinerators, or spills into the environment – for New Mexicans (~2 million 2019 population and average 4.48 lbs of waste/person/day) that’s 7.6 million pounds of waste per day! LET’S MAKE A DIFFERENCE!

Let’s use the basics of science, technology, engineering, art and math (STEAM) to develop ideas which can help change the way towards a sustainable future in New Mexico, the United States and our world. Using our innovation, curiosity and imagination, we can integrate the elements of STEAM to identify ways that make lives better or to help move society forward towards a more sustainable future. The opportunities are limitless.
Your video should present your vision for Sustainable Solutions for a Better Tomorrow and should incorporate the science, technology, engineering, art, and/or mathematics of your ideas. The video contest does not have to be limited to solid waste solutions – your innovation can be used for anything that inspires you –

• Urban resources management
• Reduce waste through reuse, repair, and urban recycling
• Replace nonrenewable resources with renewables
• Improve design and materials used to recover from natural disasters or technical failures
• Use new technologies and variations of materials to replace ageing infrastructure to provide more resiliency
• Address resilience of buildings and food, energy, and water systems in response to natural or manmade disruptions
• Balance demands on natural resources and the environment (e.g. forests, water, wildlife)
• Reduce our impact on ecosystems, find ways to reduce the amount of waste we produce and work to preserve natural spaces in our community
• Identify energy efficiency and/or alternative energy sources
• Conserve water use
• Reduce negative impacts of climate change
  • or anything that you dream up!

What the judges will be looking for
All entries will first be screened to ensure they meet the entry criteria. Videos will be reviewed and scored by an anonymous panel. Videos can score a maximum of 100 points based on the 2020 Student Video Contest Scoring Rubric - Sustainable Solutions for a Better Tomorrow, which is provided at “http://www.naturalhistoryfoundation.org/annual-student-video-contest”, to give each team an understanding of the key elements that the review panels will use when scoring each video.

Teams
An official video team may be comprised of a minimum of one (1) student, a small group, or a maximum of a single school classroom of team members. Any size of team must have one adult coach.

Prizes
Prizes will be awarded, as follows:
• 4th and 5th grades, combined: 1st, 2nd, and 3rd Place prizes
• Middle school (grades 6th – 8th): 1st, 2nd, and 3rd Place prizes

Each team of 1st place winners will receive: $ 500
Each team of 2nd place winners will receive: $ 250
Each team of 3rd place winners will receive: $ 100

Honorable mention awards and additional prizes may be awarded at the discretion of the contest sponsors.

All winning videos will be posted on the Foundation’s social media platforms (including YouTube, Facebook, and Instagram) as well as on the Foundation’s website. #ShowUsYourGenius

An Awards Event will be held at the New Mexico Museum of Natural History and Science, Albuquerque, NM, on Sunday, May 3, 2020 (details to follow) in the DynaTheatre, 5 story screen theatre. All who submitted videos, their coaches, teachers and families are invited to attend and enjoy a showing of the videos. Contest winners will be recognized, and prizes distributed at the event.

CONDITIONS
The NMMNH&S nor the Foundation are liable for any injuries on the participants’ part during filming, for broken equipment, or materials and services purchased to produce the submission. Participant assumes all responsibility for damages, injuries, and cost. The NMMNH&S and the Foundation reserve the right to broadcast entries once submitted. Forms of broadcast include, but are not limited to, projecting video in the DynaTheatre, streaming on Foundation website, or YouTube, etc. By submitting a video, the participants grant all rights, title, and interest to the Foundation in broadcasting, but still maintain ownership of the video concept. The NMMNH&S and the Foundation are not

www.naturalhistoryfoundation.org | facebook.com/NMMuseumofNaturalHistoryFoundation
responsible for copyright errors made in the videos.

**CONTACT**
For questions or additional information on the 2020 “Sustainable Solutions for A Better Tomorrow” Video Competition please contact Cheyenne Quintana at marketing@naturalhistoryfoundation.org, or (505) 841-2817.

If entering using email, please enter “2020 video contest” into the subject line of your email to ensure a prompt response.

*Sponsoring Organizations*
The New Mexico Museum of Natural History and Science preserves and interprets the distinctive natural and scientific heritage of our state through extraordinary collections, research, exhibits and programs designed to ignite a passion for lifelong learning.

The competition provides a forum for talented students to excel in the areas of STEAM fields – Science, Technology, Engineering, Art, Math and to receive state-wide recognition for their diligence and talents.

The NMMNH&S gives the next generation of students the opportunity to create, build and be curious about things, while investing to provide students the skills they need to thrive in STEAM education and possible future STEAM careers.