

National Ocean Sciences Bowl (NOSB®) “Living on the Ocean Planet” Video Contest Rules

PROGRAM GOAL

The Consortium for Ocean Leadership’s National Ocean Sciences Bowl (NOSB®) is hosting its fourth annual *Living on the Ocean Planet* video contest in partnership with the National Marine Educators Association (NMEA). The goal is to showcase student-developed original videos that educate the general public about ocean science and marine issues, and address the Essential Ocean Literacy Principles. Regional winners will be selected and announced on March 14, 2012. A National winner will be announced on April 9, 2012.

ELIGIBILITY

- Eligible students must be enrolled in a high school (grades 9-12) for the 2012-2013 school year. **The video team can be comprised of any individual from within the school and does not need to include students involved in the NOSB academic competition.** 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 per year to the contest.
- Each team must have a coach who is either a teacher at the school or a community member who is active in school activities, and who has been approved by the school principal or director of the afterschool program to lead this activity.
- All submitted videos will remain the property of the Consortium for Ocean Leadership and all entrants must allow NOSB permission to use their submission for public education.

SUBMISSION REQUIREMENTS

Deadline: Friday, January 20, 2012 - Any materials postmarked after the deadline will be sent back to the team and will not be included in the competition.

Submitting the Video

In order for a video submission to be eligible, the video team must submit the following items together to the National NOSB Office at the Consortium for Ocean Leadership:

1. NOSB Video Contest Entry Form (See the last page of this document)
2. Hard copy of the video (See the “Video Requirements” section of this document for more details.)
3. Please mail the entry form and videos to:

**Consortium for Ocean Leadership
NOSB Video Contest c/o Dan Albrecht-Mallinger
1201 New York Ave, NW, 4th Floor
Washington, D.C. 20005**

Video Requirements

General

- The length of the video must be between **1-2 minutes**, including: 1) NOSB video splash clip, 2) opening title information, and 3) closing credits. Videos longer than 2 minutes will not be eligible for the competition.
 - The NOSB video splash clip must remain on the screen for a minimum of 5 seconds, and can be downloaded at <http://www.nosb.org/competitions-2/nosb-video-contest/>
- All videos must be original and may neither be prepared by a professional nor contain content that is inappropriate for general audiences.
- Because many students may not have access to marine life images, students are encouraged to use imagery (both still and video images) from other sources as a supplement to enhance the team's original video footage. However, video submissions should primarily consist of original student footage and not spliced video/images produced by other sources. Please review the **Video Contest Rubric** for specifics regarding appropriate percentages of original student versus non-student footage.
- 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

- All videos should be submitted on either a DVD, CD, or MiniDV.
- Resolution should be at least 640 x 480 pixels.
- Recommended format is MPEG-4 (.m4v/.mp4).
- Other acceptable formats are Quicktime (.mov), Windows AVI (.avi), and Windows Media (.wmv).

Theme

Videos submitted to the 2012 *Living on the Ocean Planet* video contest should highlight this year's theme: *A Sea of Change: Development and Evolution*. This theme includes, but is not limited to, biological adaptation over time, humankind's evolving understanding of ocean systems, and the development of systems and technologies that allow us to adapt with the changing ocean. The examples of topics provided is not a comprehensive list and should not restrict applicants in any way. Videos will also be graded on the way they connect this theme to **ONE** of the seven [Ocean Literacy Principles](#):

1. The Earth has one big ocean with many features.
2. The ocean and life in the ocean shape the features of the Earth.
3. The ocean is a major influence on weather and climate.
4. The ocean makes Earth habitable.

5. The ocean supports a great diversity of life and ecosystems.
6. The ocean and humans are inextricably interconnected.
7. The ocean is largely unexplored.

Additional information on the Ocean Literacy Principles can be found at:

<http://www.coexploration.org/oceanliteracy/documents/OceanLitChart.pdf>

Scoring

Videos will be reviewed and scored by an anonymous panel at both the national and regional levels. Videos can score a maximum of 100 points which is based upon a 10 category scoring rubric. The rubric has been provided at the end of this document 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 maximum of three (3) student team members and one adult coach.

A teacher/student activities coordinator may coach multiple student teams.

It is recommended that the video team consider including a variety of student experts to create the best video possible. For instance, it may be helpful if a video team includes one student who is interested in marine science, another who has experience in video production, and another that has talent in art/theater, or composition to help craft the script.

Prizes

National Winner

Each member of the 1st place national winning team will each receive a Kodak Playsport Video Camera.

The video will also be posted on the Ocean Today Kiosk (<http://www2.nos.noaa.gov/oceannewskiosk/>), which is shared across 17 kiosk stations across the United States and Mexico, and on the websites of the following organizations: NOSB, Consortium for Ocean Leadership and NMEA Chapters.

The 2nd place winners will each receive a gift certificate for electronics. 3rd place winners will each receive a copy of *Smithsonian Ocean: Our Water, Our World* by Deborah Cramer. Their videos will also be available on the NOSB and Consortium for Ocean Leadership websites.

Regional Winners

Each of the 1st place regional winners will receive a prize from the regional NMEA Chapter, and their videos will be posted on YouTube and on the NMEA Chapter's website.

Review Process

All videos will be submitted to the national NOSB office. The videos will be reviewed and distributed to the appropriate regional committees, determined by the location of the team submitting the video. Each regional site will appoint an anonymous review panel to select the best video from their region. These videos will be considered the *regional winners*. The regional winners' videos will be reviewed again by an anonymous and distinguished panel coordinated by the national NOSB office. This review committee will select the *national winners*.

OTHER CONDITIONS

The Consortium for Ocean Leadership and the National Ocean Sciences Bowl (NOSB®) are not 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 National Ocean Sciences Bowl (NOSB®) reserves the right to broadcast entries once submitted. Forms of broadcast include, but are not limited to, streaming on the Ocean Leadership, NOSB, and Census of Marine Life websites, or YouTube, etc. By submitting a video, the participants grant all rights, title, and interest to NOSB in broadcasting, but still maintain ownership of the video concept. The National Ocean Sciences Bowl (NOSB®) is not responsible for copyright errors made in the videos.

CONTACT

For questions or additional information on the 2011 NOSB Video Competition please contact NOSB at nosb@oceanleadership.org. Please enter "2011 video contest" into the subject line of your email to ensure a prompt response.

Sponsoring Organizations:

The **National Ocean Sciences Bowl (NOSB®)** is a nationally recognized and highly acclaimed academic program designed to generate interest and excitement about the marine sciences. The competition provides a forum for talented students to excel in science, mathematics, and technology and to receive national recognition for their diligence and talents. The NOSB gives the next generation of students the opportunity to examine the marine sciences as an interdisciplinary field of study and possible future career path. www.nosb.org



National Marine Educators' Association (NMEA) brings together those interested in the study and enjoyment of both fresh and salt water and provides a focus for marine and aquatic studies all over the world. NMEA distributes a quarterly on-line newsletter that keeps members up-to-date with news from regional chapters and committees, information about professional development opportunities, and communications from NMEA leadership. NMEA also manages *Current*, a quarterly magazine, which features in-depth articles about marine and aquatic sciences, education, history and arts. www.marine-ed.org

The Ocean Today Kiosk is a highly dynamic and visitor-friendly experience at the Smithsonian's National Museum of Natural History's Ocean Hall that enhances ocean literacy among museum goers through an enticing multi-media experience and helps visitors understand the ocean's influence on them and their influence on the ocean. The timely, diverse and updated content for the kiosk is contributor-based by the scientific community and is shared with seventeen other science museums and aquaria across the United States and Mexico. <http://oceantoday.noaa.gov>

Consortium for Ocean Leadership is a Washington, DC-based nonprofit organization that represents nearly 100 of the leading public and private ocean research education institutions, aquaria and industries with the mission to advance research, education and sound ocean policy. The organization also manages ocean research and education programs in the areas of scientific ocean drilling, ocean observing, ocean exploration, and supports ocean partnerships. www.oceanleadership.org



2012 “Living on an Ocean Planet” Video Contest Scoring Rubric

100 points total. Points may be awarded on a sliding scale from 1-10, the point allocation listed below is just a guideline.

Category	5 pts	4 pts	3 pts	1 pt
General Requirements	Submitted the Entry Form, and fully followed instructions regarding length and formatting of the video.	Did not submit a complete Entry Form, or only partly followed instructions regarding formatting of the video.	Did not submit a complete Entry Form, and only partly follow instructions regarding formatting of the video.	Did not submit the Entry Form and did not follow the instructions regarding video formatting.
Category	10 pts	7 pts	4 pts	1 pt
Theme and Objective	The video clearly showcases the competition theme - society's reaction to an ocean event or phenomenon (natural or unnatural), and effectively connects the issue to an Ocean Literacy Principle.	The video clearly showcases the theme, but only moderately connects the issue to an Ocean Literacy Principle.	The video did not effectively showcase the competition theme, or only vaguely connected the theme to one of the Ocean Literacy Principles.	The video did not showcase the competition theme and/or did not connect the issue to an Ocean Literacy Principle.
Original Footage	Nearly all of the video footage is derived from the student team's own original work, and any non-student source material was only used to enhance or strengthen the message that the student footage had already made (i.e. 95% = min. of 108 seconds of original student participant footage).	The vast majority (85-94%) of the video footage is derived from original student created images; however the video relies a little too heavily on non-student footage to make a point, or to highlight the story.	Only slightly more than half the video footage (50-84%) is derived from the team's own work. Most of the content and the message would not be clear without the use of non-student footage/images.	Less than 50% of the video footage is derived from original student created images. The video primarily uses non-student footage/images to tell the story.
Content Facts & Information	All facts and information presented were accurate & complete.	Most of the facts and information presented were accurate & complete.	Some facts and information presented were accurate & complete.	Few facts and information presented were accurate & complete.
Videography-Techniques, Clarity	The focus was excellent throughout the entire video – the video did not rock or shake.	The video only occasionally had slight movement and/or minor focusing problems.	The video was unstable and/or the focus was poor throughout much of the video.	The video images were unsteady and moved a lot, and the focus was very poor throughout the entire video.
Videography Interest	In creating the video the students took many different "takes." They used different camera angles, sound effects, and/or carefully used zoom to provide variety in the video images.	The students used some variation in "takes," camera angles, sound effects, and/or occasionally used zoom to provide variety in the video with good success.	The students used very few different "takes," camera angles, sound effects, or zoom techniques to provide variety in the video, or when different techniques were used the results were not always well executed.	Most of the shots were taken from only one camera angle, and the zoom was not well used, and/or when different techniques were used the results were not effective.
Audio	The video's sound was sufficiently loud and clear at all times.	The video's sound sometimes faded out, but was clear most of the time.	The video's sound was poor and frequently unclear.	The video's sound was insufficient and difficult to make out through the majority of the film.

Category	10 pts	7 pts	4 pts	1 pt
Style & Organization	The video was well conceived and showed good organization of the content.	The video's message was well conceived, but the information could have been more organized.	The video was not well conceived or showed poor organization of the content.	The video was poorly done and showed little or no organization of the content.
Titles & Credits	All titles and credits were accurate, legible, and caught the viewer's attention.	All the titles and credits were accurate, but some were not legible or did not catch the viewer's attention.	Titles and credits were accurate, but were usually illegible and/or did not effectively catch the viewer's attention.	Titles and/or credits were inaccurate or missing.
Category	15 pts	10 pts	5 pts	1 pt
Creativity	The video effectively uses unique and original methods to express the message and engage the viewer.	The video uses traditional methods for telling the story, but does include some unique elements throughout the video that effectively engage the viewer.	The video uses a unique method to express the message, but the method(s) overshadow the message, leaving the viewer confused or unclear on the video's purpose.	The entire video only uses a very traditional manner to present their message and does not include any creative elements that engage the viewer.

National Ocean Sciences Bowl (NOSB®)
“Living on the Ocean Planet”
Video Contest Entry Form

Title of Video Submission: _____ Length (min:sec): _____

Name of Coach: _____

Coach Phone Number: _____

Coach Email Address: _____

Student Captain Name: _____

Captain's Email Address: _____

Names & Email Addresses of Additional Video Team Members: _____

School Name: _____

School Address: _____

City: _____ State: _____ Zip Code: _____

I hereby agree to all Terms and Conditions as found in the 2012 NOSB Video Competition document and on the National Ocean Sciences Bowl website and associated links.

Coach Signature: _____ Date: _____

Student Captain Signature: _____ Date: _____

Please Submit Entry Form to: Consortium for Ocean Leadership
NOSB Video Contest c/o Dan Albrecht-Mallinger
1201 New York Ave, NW, 4th Floor
Washington, D.C. 20005

Questions? Email NOSB *Living on the Ocean Planet* Video Contest at
nosb@oceanleadership.org