

# EXCELLENCE IN WATER EDUCATION AWARD



## Earn a Water Bottle Refilling Station for Your School

### History

In spring 2013, Kentucky American Water partnered with the Bluegrass Youth Sustainability Council to purchase and install two water bottle refilling stations for all Lexington high schools to encourage the use of reusable water containers and improve student wellness through increased water drinking. Enthusiasm for water bottle refilling stations has spread across Fayette County and many schools have asked, “How can we earn a water bottle refilling station?”

Your school can partner with Kentucky American Water to earn a bottle refilling station by creating a short PSA (public service announcement) on **Water: It's Worth Using Wisely**. Your PSA should focus on wise water use and water conservation tips for home & school.



To participate, simply post your video to your school website by **World Water Day on Tuesday, March 22, 2016** and *e-mail a link to your website to the following individuals:*

- [Ellen.Williams@amwater.com](mailto:Ellen.Williams@amwater.com)
- [Tresine.Logsdon@Fayette.KYschools.us](mailto:Tresine.Logsdon@Fayette.KYschools.us)

The top five scoring schools will earn a water bottle refilling station. One entry per school, please.

The video should be 60-120 seconds (1-2 minutes) and will be judged using the attached rubric. ***Please work with your school's webmaster before the 3/22 deadline to facilitate posting your video onto your school's website effectively.***

### Overarching Questions

We all play a part in ensuring water is available for future generations in Kentucky and around the globe. What can YOU do at home and at school to help make water conservation part of your family and school's daily routine?

Homes and schools use a tremendous amount of water everyday for drinking, washing, heating and cooling systems, restrooms, outdoor playing fields and lawns. Only about 2.5% of the total volume of water on Earth is usable freshwater – and of the Earth's freshwater, only about 0.3% is contained in rivers and lakes (where most of the water we use comes from). From 1960-2000, global water use has doubled. Each of us can make a difference! Why is it so important that we all understand the value of water?

### Consider the following resources when creating your video:

- [www.amwater.com/learning-center/wise-water-use.html](http://www.amwater.com/learning-center/wise-water-use.html)
- [www.amwater.com/kyaw/water-quality-and-stewardship/water-conservation.html](http://www.amwater.com/kyaw/water-quality-and-stewardship/water-conservation.html)
- [www.amwater.com/files/Rule%2014-1%20Web.pdf](http://www.amwater.com/files/Rule%2014-1%20Web.pdf)
- [www.wateruseitwisely.com/100-ways-to-serve/home-water-challenge/](http://www.wateruseitwisely.com/100-ways-to-serve/home-water-challenge/)
- ✕ [www.environment.nationalgeographic.com/environment/freshwater/water-conservation-tips/](http://www.environment.nationalgeographic.com/environment/freshwater/water-conservation-tips/)

# WATER. IT'S WORTH USING WISELY

ACTIVITY	EXEMPLARY	PROFICIENT	PARTIALLY PROFICIENT	INCOMPLETE
<b>Introduction (6 points)</b>	<p>The introduction is compelling and provides motivating content that hooks the viewer and introduces the message <i>Water: It's Worth Using Wisely</i></p>	<p>The introduction is clear and coherent and evokes interest in the topic and response from listeners. Message is moderately introduced.</p>	<p>The introduction shows some structure but does not create a sense of what is to follow. Is somewhat appealing to the audience. Message is alluded to, but not clearly.</p>	<p>The introduction does not orient the audience to what will follow. The sequencing is unclear and does not appear interesting or relevant to the audience. Message is not introduced.</p>
<b>Message (12 points)</b>	<p>Message is directly related to <i>Water: It's Worth Using Wisely</i>; frequent and clear references are made to facts; audience will learn from this video</p>	<p>Message is mostly related to the <i>Water: It's Worth Using Wisely</i>; some facts and references are included; audience is likely to learn from this video</p>	<p>Message is occasionally related to the <i>Water: It's Worth Using Wisely</i>; few facts and references are included; audience may learn from this video</p>	<p>Message is not related to the <i>Water: It's Worth Using Wisely</i>; no facts and references included; audience are not likely to learn from this video</p>
<b>Content/ Organization (12 points)</b>	<p>Clear statement of purpose; creative and compelling; rich variety of supporting information contributes to message <i>Water: It's Worth Using Wisely</i>; includes motivating questions; messages or events presented in logical order</p>	<p>Accurate supporting information that contributes to understanding of message <i>Water: It's Worth Using Wisely</i>; details logical and persuasive; clear point of view and progression of ideas</p>	<p>Content does not present a clearly stated message <i>Water: It's Worth Using Wisely</i> message is vague; supporting information does not align with message; content disconnected from message; no unifying main idea</p>	<p>Content lacks a central message <i>Water: It's Worth Using Wisely</i> clear point of view or logical sequence of information; supporting information irrelevant to overall message; viewer is unsure what the message is; little persuasive information</p>
<b>Use of Media (6 points)</b>	<p>Graphics, sound and/or animation assist in communicating the message and enhances high-impact message; multimedia elements work well together and demonstrate synthesis; graphics reinforce key points</p>	<p>Proper size and resolution used for images and graphics; multimedia depict material and assist the audience in understanding the message</p>	<p>Some of the graphics, sounds, and/or animations seem unrelated and do not enhance the message; images size and resolution are distracting; multimedia elements support the message occasionally</p>	<p>Graphics, sounds, and/or animations are unrelated to the message. Graphics do not enhance understanding of the message or are distracting decorations that create a busy feeling and detract from the message</p>
<b>Video Editing (6 points)</b>	<p>Video moves smoothly from shot to shot; variety of transitions to assist in communicating the message; scenes flow seamlessly; digital effects used appropriately for emphasis</p>	<p>Good pacing and timing; variety of transitions are used</p>	<p>Transitions are choppy between scenes; transitions detract from message; unnatural breaks; digital effects distract from the content</p>	<p>Unedited with no transitions and raw clips</p>
<b>Audio &amp; Voice Editing (6 points)</b>	<p>Audio is clear and effectively assists in communicating the message; message is communicated with enthusiasm, purpose, proper voice projections, appropriate language and clear delivery</p>	<p>Audio is clear, but only partially assists in communicating the message; message is communicated with proper voice projection, adequate preparation and delivery</p>	<p>Audio is inconsistent in clarity (too loud/too soft/garbled) at times and insufficiently communicates the message; intermittent success communicating message due to weak voice projection and clarity</p>	<p>Audio is cut-off and inconsistent; message poorly communicated due to weak voice projection and/or clarity</p>