



Guidelines for NALMS Student Video Series Competition

The 2022 [NALMS Student Video Series](#) competition is offering three contests, an 8-minute video contest for students in the United States (U.S.), an 8-minute video contest for students in Canada (CAN), and a short clip (140 seconds) contest for all. The winning videos will be used by NALMS for promoting lake appreciation and initiatives aimed improving lake monitoring, management, and protection.

Prizes: The first-place winner of the 8-minute video contest will receive a visa gift card for **\$500 USD**, to support travel to the NALMS Symposium (within 2 years), and one **free student membership** (worth \$45) to NALMS for one year. Second and third place winners of the 8-minute video contest will receive a **free student membership** to NALMS for one year. Student teams who submit a video must choose the team lead whom the annual membership will go. Video submissions from students in the U.S. and Canada will be judged and awarded separately. The winner of the short clip contest will receive a visa gift card for **\$50 USD**. There is a total of SEVEN prizes to be awarded.

Contestant Requirements: Contestants must be pursuing a degree in high school (secondary), undergraduate, or graduate studies related to lake science and/or management. Videos may be submitted by an individual or group of students. Videos and short clips submitted by a team of students must acknowledge all team members with the team lead designated as the first author in the final credits of the video.

Selection Details: The 8-minute videos will be pre-screened by the NALMS Student Programs Committee and selected as finalists for review. The NALMS Board of Directors will judge each video using the rubric (attached) for each contest and scores will be cumulative. The video with the most points will receive first place, followed by second and third place. Winners of the video contests will be announced in July during Lake Appreciation Month. A Twitter poll of the general public will be used to determine the winner of the short clip prize. Voting in the Twitter poll will begin August 1 and **close midnight, August 31, 2022**.

Submission Details: The submission deadline for all video and short clip contests is **July 31, 2022 at 5pm**. The 8-minute videos must be formatted and uploaded as “unlisted” videos to a user page of YouTube (.mp4 file format), with edited captions. The link to the video must be submitted via email to the NALMS Student Director (student@nalms.org) with the following information in the email: (1) full names and academic institution for student(s) submitting video, (2) contact information for student lead, (3) link to YouTube page where the video can be viewed, and (4) signed [Release Form](#) for each participant as a pdf attachment. For instructions on how to create and upload an unlisted video in YouTube, please view the instructional video by [Graphitas](#). The following page outlines the topic and instructions for the U.S. and Canadian, 8-minute video contests. The objective of the short clip contest is to increase lake appreciation and can cover any lake or lake-related topic. Short clips can be submitted by posting to the NALMS Twitter feed ([@NALMStweets](#)), where the poll will also be posted.

*Only one 8-minute video submission will be accepted per student or student team. However, students can submit both a video and a short clip.



U.S. Student Video Contest

Create a video about the proposed initiative to refund and enhance the Clean Water Act Section 314 Clean Lakes Program. The Section 314 program was established in 1972 under the Federal Water Pollution Control Act (FWPCA) and initially funded in 1976. In 1980 and 1987, Section 314 (40 CFR Part 35, Subpart H) was reformed to specify four types of grant mechanisms for states and tribes, including (1) Lake Classification Survey/Water Quality Assessments, (2) Phase I Diagnostic/Feasibility Studies, (3) Phase II Restoration and Protection Implementation Projects, and (4) Phase III Post-Restoration Monitoring Studies (added in 1987). Over the years, funding for the Clean Lakes Program was diverted to other programs and funding ceased in 1995. Despite funding provided for other water-related programs, the quality of lakes across the U.S. declined such that only 10% of lakes remain clear, blue (oligotrophic) lakes. Current funding mechanisms focus on restoring impaired waters and/or reducing pollutant levels in waterways, and exclude funding for in-lake monitoring and interventions or protection of lakes designated with high quality water. NALMS is supporting the initiative to refund the Section 314 Clean Lakes Program and enhance the program to support efforts for protection of lakes with high quality water (i.e., Healthy Lakes component). For more information about the NALMS Clean Lakes Program initiative, refer to the special issue in *LakeLine* Fall 2020 article [“Restoring funding to the EPA Clean Lakes Program Fact Sheet”](#) and the [CWA 314 Position Paper](#) posted on NALMS webpage.

U.S. students will submit a video focused on the initiative to restore funding and enhance the Section 314 Clean Lakes Program. Videos must be a minimum of three (3) minutes and maximum of eight (8) minutes. Videos must cover the following components: (1) what is the proposed Section 314 Clean Lakes Program initiative, (2) why was the initiative proposed, and (3) how the initiative will improve lake science and management across the U.S.

Canadian Student Video Contest

Create a video about the proposed initiative to establish the Canada Water Agency. Canada has 20% of the world’s fresh water, yet there is no centralized governing mechanism for regulating and protecting fresh waters. Instead, freshwater management is shared between federal, provincial, territorial and Indigenous governments through agreements, such that now over 20 federal departments and agencies share responsibilities related to fresh water. In 2019, the Government of Canada has proposed a new, centralized regulatory agency charged with “identifying freshwater priorities for the federal government and build on the federal government’s existing activities to enhance freshwater management, while avoiding duplication and respecting areas of provincial and territorial jurisdiction.” For more information about the proposed Canada Water Agency, refer to the [Discussion Paper “Toward the Creation of a Canada Water Agency,”](#) and updates on [PlaceSpeak](#).

Canadian students will submit a video focused on the initiative to establish the Canada Water Agency. Videos must be a minimum of three (3) minutes and maximum of eight (8) minutes. Videos must cover the following components: (1) what is the proposed Canada Water Agency, (2) why was the initiative proposed, and (3) how a new governing body can be productive in advancing the protection and management of lakes in Canada.



Evaluation Rubric for NALMS Student Videos

Description: Each video should be professional and provide content in a concise, clear and accurate manner that is easily understood by a non-technical audience. Each video must be a minimum of three (3) minutes and a maximum of eight (8) minutes in length. Each video must include subtitles or closed captions. For more information on how to revise automatic captions, watch the instructional [video by Champlain College](#) (Burlington, Vermont).

Grading: All dimensions are weighed equally. Scores will be determined as follows: range of 5 = highest, 1 = lowest (see below). The videos will be ranked by cumulative score, with the highest possible score of 25 points. Videos submitted by students in Canada will be ranked separately from videos submitted by students in the U.S.

- 5: Dimension exceeds all criteria given in the description of video standard.**
- 4: Dimension meets all criteria in the description of video standard.**
- 3: Dimension meets most of the criteria given in the description of video standard; deficiencies are relatively minor.**
- 2: Dimension meets some, but fails on other criteria given in the description of video standard.**
- 1: Dimension fails to meet most or all criteria given in the description of video standard.**

Video Submission Number/Name: _____

Scorecard:

Video Dimension	Description of Video Standard	Score (1 – 5)	Evaluator Comments
Length and Quality	Videos produced by students must be within 3 – 8 min in length and must only present <i>high-quality</i> video and sound. Additionally, all videos must include subtitles or closed captions prior to submitting. This is to ensure message clarity and ADA compliance.		

North American Lake Management Society

PO Box 5443 • Madison, WI 53705-0443 • 608 233 2836 • www.nalms.org



Video Dimension	Description of Video Standard	Score (1 – 5)	Evaluator Comments
Clarity and Accuracy	<p>All content must be materially accurate and easily understood by a non-technical audience. A “step-by-step” approach is encouraged (see video examples from previous years).</p> <p>Relevant references must be given at the end of the video. Any figures used must be clearly explained (e.g., figure axes and units).</p>		
Professionalism	<p>Because videos will ultimately represent NALMS, all videos must be professional. Videos CANNOT contain: (1) copyrighted material of any kind including music, video and photos, (2) inappropriate music, jokes or slang, (3) nudity or explicit content, (4) logos of any kind (including the student’s institution). Students are expected to wear professional attire (e.g., collared shirts, khaki pants or shorts or slacks, closed toe shoes). Additionally, appropriate safety equipment must be worn in videos (e.g., life jackets during on-the-water videos; steel-toed boots, and eye and ear protection if power tools are used).</p>		

North American Lake Management Society

PO Box 5443 • Madison, WI 53705-0443 • 608 233 2836 • www.nalms.org



Video Dimension	Description of Video Standard	Score (1 – 5)	Evaluator Comments
Content and Purpose	<p>U.S.: Videos must cover the following components: (1) what is the proposed Section 314 Clean Lakes Program initiative, (2) why was the initiative proposed, and (3) how the initiative will improve lake science and management across the U.S.</p> <p>CAN: Videos must be a minimum of three (3) minutes and maximum of eight (8) minutes. Videos must cover the following components: (1) what is the proposed Canada Water Agency, (2) why was the initiative proposed, and (3) how a new governing body can be productive in advancing the protection and management of lakes in Canada.</p>		
Evaluator’s Choice (subjective)	Video demonstrates creativity in how the message was delivered and resonates with the viewer; is informative and impactful without unnecessary detail; and student(s) demonstrate importance of lake science and management.		
Total Score:			