

SFR VIDEO COMPETITION

The School of Forest Resources announces its first video competition! Sponsored by the External Relations and Communications Committee, the competition's objective, under SFR's Strategic Planning goal "Create a positive public image, both on and off campus," is to enhance SFR's image, increase public awareness of its importance to the state of Washington and beyond, recruit students, and/or highlight research or program initiatives.

1) Categories

(a) *Outreach, Public Image, and Recruitment*

Videos submitted to this category seek maximum exposure for SFR while maintaining high standards of decorum and enhancing the status of the UW and SFR. The goal is to create a video containing sufficient appeal to pop culture to attract a *large* number of viewers, including people who would otherwise be unlikely to pay attention to SFR. Keep in mind that the line between comedy and tragedy is fine, and respectful, clever parody is an art form not commonly attributed to natural resource management issues. We have a lot of talented folks out there—use your scientific, comedic, musical, and videography talents to highlight the importance of SFR's work. We're thinking 500,000 YouTube hits—can you make that happen?

(b) *Research or Program Briefing*

Videos submitted to this category seek to increase awareness of SFR research or programmatic initiatives by means of 4-5 minute videos documenting innovative and cutting edge initiatives. Videos should seek to enhance increase public awareness of the quality of SFR's programs and their importance to the state of Washington and beyond. For examples, see UW Insight videos on climate change, interviewing Elaine Oneil, <http://www.youtube.com/watch?v=mcqWk6OxIXs&feature=related> and Sarah Reichard, <http://www.youtube.com/watch?v=qBcV9GesdDI&feature=channel>, and Matt McLaughlin's video for the NW Environmental Forum website, <http://www.nwenvironmentalforum.org/>.

2) Resources for Students

UW video production resources available to students include the STF Equipment Loan Program, <http://www.css.washington.edu/STFEquipment>, which loans video cameras, tripods, and sound equipment; and the Department of Communications video production lab, <http://www.com.washington.edu/tech/schematics.html#306>, which can be used by any UW student when classes and special events are not scheduled in the lab.

3) Beyond SFR

We encourage video producers to think beyond SFR—the UW is looking for video materials for programs like UW 360, aired on UWTV, <http://www.uwtv.org/uw360/>, and the UW's You Tube postings at <http://www.youtube.com/user/uwhuskies>. If you come up with a story idea that interests UW's Electronic Media group, they can provide various levels of support. Contact Cecilia Paul, cece@u.washington.edu, for information on these initiatives and the format requirements for UWTV.

4) Deadline for Submission

Competition entries must be submitted no later than April 19, 2011; entries will be judged by an ad hoc committee, to be appointed.

5) Winners

Winners will be announced and recognized at SFR's annual Recognition Event in May. Winning entries will be prominently featured on SFR's home page, and will be provided with additional technical support, if needed, to enhance entries' recruitment and communication potential for the SFR website.