

Anti-Idling Campaign Contest

WNIN is partnering with the Evansville Climate Collaborative (ECC) to conduct an educational campaign and contest for high school students centered around climate change education, service learning, graphic design, and video production. The purpose of the contest is to increase awareness about the negative impacts of vehicle idling and to motivate people to stop vehicle idling.

Why Vehicle Idling?

While the negative impact of vehicle idling is a well-documented environmental concern, it does not always receive as much public attention compared to other issues. Leaving your vehicle's engine running while not in motion, commonly known as vehicle idling, carries significant environmental consequences.

Idling for more than 10 seconds consumes more fuel and produces more emissions that contribute to smog & climate change than stopping & restarting your engine. Personal vehicle idling in the United States results in the waste of approximately 3 billion gallons of fuel and the emission of 30 million tons of CO₂ into the atmosphere annually. Eliminating the unnecessary idling of U.S. personal vehicles would be equivalent to the positive environmental effects of taking 5 million vehicles off the roads.

The topic of vehicle idling was chosen for this contest because it is a timely and relevant climate change topic, especially for high school students who are in the process of developing responsible driving habits.

Contest:

High school students will compete with peers to create unique and impactful public service announcement videos or parking area signs that will effectively communicate the impacts of vehicle idling and encourage behaviors that will reduce vehicle idling.

Requirements:

- The contest is open to any regional high school student in grades 9-12.
- Students can create entries individually or in student groups of 2-4.
- Students must submit their entries using the Google Form link provided.
- Entries need sponsorship by a school representative and can double as a class assignment.
- Submission Deadline: November 1, 2024
- Entries must be submitted here: <https://forms.gle/hnXLp9sZFU7vn2UMA>

Prizes:

- Entries will be judged by a team assembled by WNIN and ECC
- Winning entries will be selected for a cash prize.
 - Top 3 videos: \$1,000 cash prize per video.
 - Top 3 signs: \$250 cash prize per sign.
- Each cash prize will be divided equally among the number of students who worked on the winning video or sign entry. For example, if a student creates a winning video alone, that student will receive the full \$1,000 cash prize. If a group of 2 students creates a winning video together, the \$1,000 cash prize will be divided equally by two, with each student receiving \$500.
- **Winners will be announced and notified on or around November 15, 2024.**
- Top entries will be published to share with the public.
 - Top videos will be shared on social media and/or WNIN TV 9.1.
 - Top signs will be printed and installed in school parking lots where approved and may also be shared on social media.

Contacts

- WNIN Tri-State Public Media: Brooke Smith; bsmith@wnin.org; 812-423-2973
- Evansville Climate Collaborative: climate@evansville.in.gov; 812-435-6145

Content

- All entries should be submitted using the Google Form at the following link: <https://forms.gle/hnXLp9sZFU7vn2UMA>
- The Google Form will require students to upload their video or image entries, plus a parent or guardian signed release form for each student who participated in the project.
- All entries should strive for the expectations as outlined on the scoring rubric (see attached.)

Signs:

- Should be in portrait orientation: 24 inches high x 18 inches wide
- Should clearly convey that vehicle idling should be avoided and indicate air quality or climate change as reasons to avoid idling.
- Should use clear and concise wording and simple graphics so readers can quickly absorb the message while passing the sign.

- May be created using any desired medium including digital, paper, or other media.
 - Digitally Created Signs: Students will upload their image file using the provided Google Form.
 - Handmade Signs: Students will need to take a high-quality photo of their handmade sign and upload it to the Google Form. *Students should keep their handmade signs somewhere safe until contest winners have been announced, in case another photo or scan of their sign is needed.*
- There should be no AI-generated images used on the sign.
- Sign Examples:
 - <https://drive.google.com/file/d/1XabStjQtV7j3-VygmQGXX8TP6Nyu-ijw/view?usp=sharing>
 - https://drive.google.com/file/d/1iUqJllma_kXs961IQdMAH3KoyuhUtmci/view?usp=sharing

Videos:

- Should be 30-60 seconds long.
- Should introduce the issue of vehicle idling, address at least one of its negative impacts, and convincingly encourage viewers to stop vehicle idling.
- Videos can be created using any platform, including TikTok.
- There should be no AI-generated images used in the video.
 - Note: Filters found on platforms such as TikTok and Snapchat **do not** count as “AI-generated images,” and students **are** welcome to use filters in the creation of their videos.
- Tips and Ideas:
 - Use surprising statistics / facts / quotes / ideas to catch interest.
 - Keep it casual and attention-grabbing, like something you might find on TikTok.
 - Consider using top, songs, challenges, or trends to help your video go viral.
 - Consider using props or scenery to convey your message.
 - Ensure the background is appropriate for the video.
 - Present in a way that will be relevant to everyone.
 - Stick to a clear train of thought that viewers can follow.
 - Keep the message simple and impactful so it can be remembered.
- Video Examples:
 - https://drive.google.com/file/d/1rl_XWfxJzHnZ0EQAN310SDgKH-OX_TQJ/view?usp=sharing
(The above video exceeds the time limit, but it is otherwise a good example.)
 - https://drive.google.com/file/d/1rGiPuNk8D_95rKQogIOhz7IcHCiG3d5/view?usp=sharing
 - <https://drive.google.com/file/d/1rCqyuKMmauNziPXWILLVzuYIk78RDEfe/view?usp=sharing>

SCORE /16:		VIDEO - SCORING RUBRIC			
Category	Score 1-4	Poor (1pt)	Average (2pt)	Good (3pt)	Excellent. (4pt)
Theme Appropriate		The video was not planned carefully with minimal effort in portraying the issue of vehicle idling. The video does not clearly convey messages about any air quality / climate change, or the impact of idling vehicles. The video does not include messaging we should avoid idling vehicles. Instructions for video length/content were not followed.	The video is planned adequately; there is some portrayal of the issue of vehicle idling. The messaging about air quality and/or climate change is minimal, or the message we should avoid idling is not clear. Some instructions for video length/content were followed but not fully.	The video is planned carefully; there is a good amount of effort in portraying the issue of vehicle idling and how it relates to local air quality/climate change. The video sufficiently conveys we should avoid idling our vehicles. Instructions for video length/content were followed.	The video is planned very carefully; with exceptional effort to portray the issue of vehicle idling. The video clearly conveys messages about how emissions from vehicle idling impact local air quality and further climate change. The video conveys a clear message that we should avoid idling our vehicles. Instructions for video length/content were correctly followed.
Use of Material		Video is either shorter/longer than required video length of 30-60 seconds and does not have original content or any editing/video effects.	Video is within required length of 30-60 seconds. Video content is original and contains some editing and video effects.	Video is within required length of 30-60 seconds. Video content is engaging and original with editing, script, effects, etc.	Video is within required length of 30-60 seconds. Video content is engaging, original, and goes above and beyond with editing, script, effects, etc.
Creativity/ Expression		The video is not creative or unique. Lacks detail and originality. Lacks creative expression and looks copied.	Video shows occasional originality, similar to other videos shown. Minimal detail or creative thought. The video is fairly simple in graphics or script and messaging.	Video is creative and shows imagination and expressive thought. There could be more unique details that set the video apart from other pieces being shown. The video has some complexities such as unique graphics or script but is relatively simple in its messaging.	The video is exceptionally unique, it includes many details that are interesting and original. The concept of the video is fresh and exciting and exhibits great creative expression. The video is detailed and complex and comprehensively covers the messaging.
Level of Difficulty		Video shows extremely low level of difficulty for the given division. Minimal skill or effort or time was needed to create the video.	The level of difficulty is average for the given division. The video shows some level of skill and effort and time was spent to create it.	Video shows a high level of difficulty for the given division. A good amount of skill and effort and time was needed to create it.	Video shows a high level of difficulty for the given division. A large amount of skill and effort and time was put into creating this video/sign.
Additional Comments:					

SCORE /16:		SIGN - SCORING RUBRIC			
Category	Score 1-4	Poor (1pt)	Average (2pt)	Good (3pt)	Excellent. (4pt)
Theme Appropriate		The sign design was not planned carefully with minimal effort in portraying the issue of vehicle idling. The sign messaging is incomplete or not clear about vehicle idling, and there does not indicate any reasons to avoid it. Instructions were not followed	The sign design is planned adequately; there is some portrayal of the issue of vehicle idling. The sign delivers a less than clear message to avoid vehicle idling and no indication of why we should avoid it. Instructions were adequately followed	The sign design is planned carefully; there is a good amount of effort in portraying the issue of vehicle idling. The sign delivers a clear message to avoid vehicle idling, but includes few words or graphics as to why we should avoid it. Instructions were followed.	The sign design is planned very carefully; with exceptional effort to portray the issue of vehicle idling. The sign clearly conveys the message to avoid vehicle idling, and ties in words and/or graphics that indicate why we should avoid it. Instructions were clearly and precisely followed.
Use of Material		Sign has no original graphics, and/or design elements.	Sign has some original graphics, and/or design elements. Sign words and graphics are not simple and/or clear.	Sign has original graphics, and/or design elements that were either created digitally or hand drawn/painted/sketched. Sign words and graphics are simple and clear.	Sign has all original graphics, and/or design elements that are uniquely created digitally or hand drawn/painted/sketched. Sign words and graphics are exceptionally simple and clear.
Creativity/ Expression		The sign design is not creative or unique. Lacks detail and originality. Lacks creative expression and looks copied. The sign is complex and intricate, which impairs clear messaging and effectiveness.	Sign design shows occasional originality, similar to other signs shown. Minimal detail or creative thought. The sign is somewhat complex and intricate, which may impair clear messaging and effectiveness.	Sign design is creative and shows imagination and expressive thought. There could be more unique details that set the sign apart from other pieces being shown. The message is thoughtful and comprehensive and somewhat simple and concise appropriate to effective messaging.	Sign design is exceptionally unique, it includes detail that is interesting and original. The concept of the sign is fresh and exciting and exhibits great creative expression. The message is very thoughtful and comprehensive while also being appropriately simple and concise making it effective in conveying the message.
Level of Difficulty		Sign design shows extremely low level of difficulty for the given division. Minimal skill or effort was needed to create the sign.	The level of difficulty is average for the given division. The sign design shows some level of skill and effort and adequate time was spent to create the sign.	Sign design shows a high level of difficulty for the given division. A good amount of skill and effort and time was needed to create it.	Sign design shows a high level of difficulty in crafting a design and message. A large amount of skill and effort and time was put into creating this sign.
Additional Comments:					

WNIN and City of Evansville –TV and Digital Media Participant Release

I, _____, (PRINT STUDENT NAME) authorize WNIN, the City of Evansville, and all related companies and their Offices, to use my name, likeness, voice, and performance to make recordings for the production of audio and video content about efforts to reduce climate change and vehicle idling; and re-use the content in whole or in part, for radio and television broadcasting, cablecasting, audiovisual and closed circuit exhibition, online publication, live local streaming, on-demand streaming, and other electronic and mechanical distribution of whatever kind known now or developed in the future throughout the world in perpetuity. I understand that WNIN may charge a fee to make copies of my performance. I understand that WNIN-TV or the City of Evansville has no obligation to air the content. I understand that I will receive no monetary compensation for the rights granted herein. I understand that my appearance in the content confers no ownership rights on me. I understand that the Public Broadcasting System (PBS) may also use the content in all distribution platforms owned and operated by PBS. I am the sole owner of any rights associated with the content of my presentation and if by reason of my statements and actions in the content or materials furnished by me for the content, there is any claim or litigation involving any charge by third parties of violation or infringement of their rights, I agree to indemnify and hold harmless WNIN-TV and the City of Evansville and its licensees and assigns from any liability, loss or expenses arising from such claim or litigation.

I represent that I am over eighteen years of age and have the right to enter into this agreement, *OR* that I have acquired my parent or guardian's agreement to the above as indicated by their signature below.

ACCEPTED and AGREED TO BY:

Student Signature: _____ Date: _____

Student Printed Name: _____

Address: _____

Phone: _____ Email: _____

As the parent or guardian of this student, I _____ (PRINT PARENT OR GUARDIAN NAME) give permission for my student to participate in the 2024 WNIN Anti-idling campaign contest and I agree to the statements above. I acknowledge that I have been provided information about the contest and discussed with my student. I agree to release the school district, WNIN, and the City of Evansville from any liability associated with my student's participation in the contest.

Signature of Parent or Guardian: _____ Date: _____

Printed Name of Parent or Guardian: _____

Phone: _____ Email: _____