



DUTCHESS COUNTY MS4 COORDINATION COMMITTEE

EDUCATION & OUTREACH: Public Service Announcement

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December 20, 2019, 2019

The Dutchess County MS4 Coordination Committee is pleased to announce our 3rd annual **Public Service Announcement Contest** open to all High School students within Dutchess County.

What is an MS4? MS4 = Municipal Separate Storm Sewer Systems

In the 1970's the newly created EPA (Environmental Protection Agency) produced the Clean Water Act, which focuses on improving our environment and waterways. Over the last 4 decades, this has resulted in the EPA passing along regulations to States to enact and enforce protective measures to continue that mission. In New York, it is the NYSDEC (New York State Department of Environmental Conservation) who has passed those requirements down to designated Towns, Villages, Cities, Counties, State Agencies and School Districts. In Dutchess County, 14 Municipalities (Towns, Villages, and County) have worked together to form the Dutchess County MS4 Coordination Committee. The goal of this Committee is to combine resources for things like public outreach and education... which is why we are sponsoring another campaign! One of our main goals is to make people think of rain water... what it washes away... what it takes away... and where it goes and dumps into our streams, creeks, rivers and the ocean...

The focus of the 2019-2020 contest is to promote best management practices with stormwater with the goal of "**Do your part!**". Information for the students can best be found at: www.dutchessswcd.org/ms4/ This link will also provide this letter and entry form for you to share.

Our hope is to have public service announcements that can air on local cable channels and could be linked to MS4 Community websites.

Please see our attached contest announcement and entry form. All entries are to be submitted by email by May 15, 2020.

The Dutchess County MS4 will announce select three prize winners & the prize winning Teacher by August 1, 2020:

- 1st Prize = \$500
- 2nd Prize = \$300
- 3rd Prize = \$100
- 1st Prize Winner's Teacher Prize = \$100
- All submitted videos may be used/linked by the Dutchess County MS4 Coordination Committee and contributing Municipalities on local cable channels and or as links on websites.

If you have any questions, please do not hesitate to contact me or Dutchess County Soil & Water (845-677-8011 ext 3 or dcms4cc@gmail.com).

I look forward to having the opportunity to work with you! Thank you for your time and consideration!

Sincerely,

Wanda Livigni

CC: PSA Campaign Subcommittee

Public Service Announcement (PSA) Contest to Promote Stormwater Awareness



Allison Hoyos
Arlington High School

Sponsored by the Dutchess County MS4 Coordination Committee. Open to all High School Students in Dutchess County.

The theme is **“We can all do our part!”** - the PSA message is to promote homeowners doing simple stormwater best management practices to help keep our waterways clean.

PSA Requirements:

- Original video and creation by the student/team of students;
- 30 seconds in length;
- 720 dpi or 1080 dpi resolution;
- No copyrighted music or images;
- Upload to an accessible YouTube account.

Awards: Student or student team winners will be awarded: \$500 for first prize; \$300 for second prize; \$100 for third prize. Teacher to the first prize winner will also be awarded \$100. The Dutchess County MS4 Coordination Committee will select a winner by **August 1, 2020**.

Exhibition: All submitted videos may be used/linked by The Dutchess County MS4 Coordination Committee and contributing Municipalities. The winning PSAs may be used on local cable channels.

Entry Form: All entries are to be submitted by email to wlvigni@lagrangeny.gov by **May 15, 2020**. The following **must** be included in the entry email:

- Subject line of email must say: PSA entry form;
- Body of the email must include:
 - Student(s) name and email addresses (if working in a team – only submit 1 entry with all student names and email addresses included);
 - Name of your High School, name of Teacher and Teacher’s email address;
 - An accessible YouTube link (URL) created by the student(s);
 - A PDF of a photo release for any person appearing in your PSA.

Link to utilize for more information: www.dutchessswcd.org/ms4/