

Green Energy NOW Video Contest



Summer 2009

Forbes Magazine ranks Indiana 49th out of the 50 states for its environmental quality, largely due to our 96% dependence on coal – the leading driver of global warming.

This summer, Congress is considering **historic green energy** and **global warming** legislation, and Indiana's congressional delegation has a huge sway over its fate and quality.

The time to make your voice heard on these issues is NOW. The Hoosier Environmental Council knows that Hoosiers care, but we want to hear it.

What: A video submission contest hosted by HEC on our YouTube page.

Why: To find out what Hoosiers are doing to fight global warming in their daily lives and why they are advocating for federal green energy/global warming legislation – in new, fun, and creative ways.

Prizes will be awarded for the four videos that are:

- ✓ the funniest: **\$200** prize
- ✓ the most creatively produced: **\$200** prize
- ✓ the most thoughtful/well-researched: **\$200** prize
- ✓ the HEC favorite (GRAND prize): **\$500** prize
- ✓ All participants will receive an **HEC organic cotton t-shirt and window decal...**

How: You can make your video with a video-camera, a webcam, your cell phone, or post an image slideshow/presentation with music/voiceover. It's up to you. Keep your video **under 3 minutes** and submit it to our contest page at:

<http://www.youtube.com/group/GreenEnergyNOW>

After you've uploaded your video, send your name, contact information (including email and phone number) and the title of your video to Ms. Alex Eaks at aeaks@hecweb.org. **We need your info** to send you your t-shirt/ decal and to notify you if your video is a winner!

When: Contest begins **June 30** and ends **August 24**; winners will be announced on [HEC's website](#) and the contest's [YouTube page](#) on **August 31** and contacted personally to arrange receipt of prizes.

Suggested Topics

- **What are you doing in your daily life or career to fight global warming?**

- **Content Ideas...**

- **Share a story or lifestyle change you've made:**
 - "I walk my child to school instead of driving my car," or "I've installed a solar attic fan to keep my house cooler."
- **How has "going green" impacted your health/pocketbook/outlook?**
 - "I saved \$75 on my energy bills last year, after I insulated my home" or "Buying local, less-energy-intensive food has improved the quality of my diet"

- **What was it that compelled you to become a green energy advocate?**

- **Content Ideas...**

- "I wasn't really an environmentalist before, but then..."
- **What are you most fighting to protect or create** – your children, the viability of your farm/business/way of life, the integrity of the natural world, God's Creation, America (national security/energy independence)?
- **What do you think it will take to *really* change our energy use and stop global warming?**
- Have you ever argued with friends/family over light bulbs, meat, Al Gore's movie, or some other green issue? Be honest...

- **Why do you feel it's important for Congress to pass green energy/climate legislation this year?**

- **Content Ideas...**

- **"Dear Legislator"**: make your video an e-letter to your Congressman...
 - [Who's My Congressman](#) (in the House of Representatives)?
 - Indiana's Senators are: [Evan Bayh](#) (D) and [Richard Lugar](#) (R)
- If you could write an energy/climate bill in Congress, what would it say?

Rules:

- 1 video submission per individual or group
 - You can submit a video as an individual or as group (as a family, as a business, as an NGO/non-profit, as a church/community group, etc.)
- Timing: videos should be **no more than 3 minutes**.
- Stay on topic: videos should in some way relate to green energy and/or global warming; whether you approach these issues **personally, legislatively, or in some other way** is completely up to you.
- Be **positive, polite, and constructive**
 - This video submission contest is intended to be a new avenue for citizens to voice their support for change in thoughtful, compelling, and creative ways – this is not an online debate; no video rebuttals please.
 - Videos that are incendiary, slanderous, disrespectful, or off-topic will not be accepted.

For additional copies of these guidelines, click [here](#). Forward them to your friends and family!

Eligibility: You must be a resident of Indiana to receive a prize, but anyone can submit videos. If you are under 18, we encourage you to partner with a parent or teacher in order to create a video. All YouTube rules apply.

How to [Make a YouTube video](#)

Free [Downloadable Video Editing Software](#)

Download videos *from* YouTube and convert for editing with [this](#) free software

Got questions? Contact Jon Sperl at jsperl@hecweb.org or 317.685.8800 ext. 105.