

Faces of the Grassroots Video Contest Flagship

Update - FY2010 – 3rd Quarter



Description of Flagship Project

- ✓ The Faces of the Grassroots project falls under the “Expanding the Environmental Conversation with Communities” Flagship Theme
- ✓ We sponsored a video contest challenging participants to capture grass roots environmental justice movements
- ✓ This contest allowed the public to voice concerns and issues and to share success stories
- ✓ The goal was to create an online forum to house environmental justice videos, for the purpose of outreach and education, while expanding the conversation on environmentalism
- ✓ Additional information can be found at: <http://www.epa.gov/compliance/ej/events/video-contest.html>

Stakeholders

- ✓ Public
- ✓ Other Federal Agencies
- ✓ State, Tribal and Local Governments

Milestones/Status

- ✓ Winners were chosen on 5/28/2010

Highlights of Progress this Quarter

- ✓ Promoted at Earth Day celebrations at the National Mall on 4/24/2010
- ✓ Promoted at Green Jobs Conference 5/2/2010 - 5/14/2010

Planned Activity for Next Quarter

✓

Metrics

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|---|-------|
| ✓ Web Page hits from 4/30/2010-5/26/2010: | 1594 |
| ✓ YouTube views: | 3,051 |
| ✓ Video contest entries: | 93 |