

**SAN DIEGANS
WASTE
NO WATER**

City of San Diego's 3rd Annual FILM CONTEST

Join the City of San Diego's Public Utilities Department to inspire San Diegans to "Waste No Water." Your entry could be the winning film that will be shown in theaters this summer.

Official Rules

PARTICIPANT ELIGIBILITY — This contest is open to 11th and 12th grade high school students and all college students in the cities of San Diego, Coronado, and Imperial Beach. Entrants can be individuals or teams. Each entrant team member must sign and submit an OFFICIAL ENTRY FORM to enter the contest. There is NO entry fee.

FILM GUIDELINES

- 1) Film must be no longer than 30 seconds.
- 2) Film must begin and end with 5 seconds of black.
- 3) Black will not count towards the total running time of film.
- 4) Film must be submitted on a CD or DVD in a Quicktime or Windows Media format (.wmv, .mov, .mpg, .avi, .mp4).
- 5) Film should emphasize responsible water use.
- 6) The film is required to follow the theme: "San Diegans Waste No Water."
- 7) Film must communicate one of the following messages:
 - a. Water conservation is part of the San Diego lifestyle.
 - b. San Diegans who identify themselves with local iconic places also identify themselves with water conservation.
 - c. A way to conserve water is to recycle it. Recycled water, reclaimed and highly treated wastewater, is part of the City's locally controlled water supply.
- 8) Messages should focus on conserving potable water through conservation or water reclamation. (Please note that we do not intend to conserve ocean water.)
- 9) Film must be submitted no later than 5:00 p.m. on April 18, 2011.

Film must comply with OFFICIAL RULES AND GUIDELINES. Failure to comply will result in disqualification. Rights are reserved by the City of San Diego to disqualify a contestant who submits a film that is deemed to be offensive, libelous, slanderous, inflammatory or otherwise inappropriate in any way for this film contest. The City of San Diego is not responsible for entries that are lost, late, misdirected, damaged, incomplete or in violation of copyright laws. Films will not be returned. They will remain the property of the City of San Diego Public Utilities Department and may be reproduced.

Judging & Selection of Winner

JUDGES PANEL — A panel of judges will be comprised of film and television industry professionals including: Beth Accomando of KPBS, Cathy Anderson of the San Diego Film Commission, Rick Bollinger of CityTV, Lisa Franek of the San Diego Latino Film Festival, and Larry Ziegler of the BestFest American Film Festival.

The winner(s) will be notified in April/May 2011 by phone and U.S. mail. For advertising purposes, the selected winner(s) will be required to resubmit the film in one of the following formats: (1) Standard Definition (SD) Format Tape or (2) High Definition (HD) Digital Files.

JUDGES EVALUATE

- Strength of film concept
- Appropriateness of film to theme: "San Diegans Waste No Water"
- Originality
- Artistic execution
- Production quality

The Prizes

FINALISTS — The finalists' films will be shown at the IMAX Theater in Balboa Park at a "Red Carpet Premiere" and will also be featured on the City of San Diego's website.

GRAND PRIZE — The winning film will be announced at the "Red Carpet Premiere" and shown in select movie theaters this summer.

For More Information

MORE INFORMATION & QUESTIONS — Visit the City's website at: www.sandiego.gov/water/conservation/kids or call Destree Bascos at (619) 232-2112 (x104)



This information is available in alternative formats upon request.