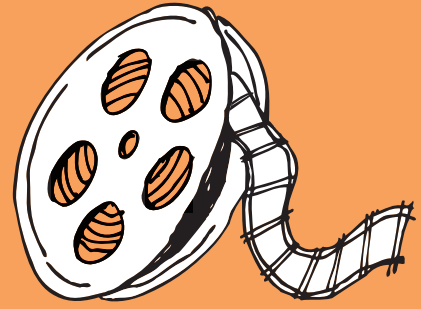


SAN DIEGANS
**WASTE
NO WATER**

Guide for Filmmakers

FILM CONTEST



Steps to Making an Effective PSA

TAKE THESE STEPS — The winning film will be a Public Service Announcement (PSA) played in select theaters this summer. We are providing this guide for filmmakers to help you make a great PSA.

1) RESEARCH YOUR SUBJECT — Select the subject you would like to use for your storyline. Then start your research with the weblinks below:

Water Conservation Websites:

San Diegans Waste No Water Campaign Fact Sheet:
www.wastenowater.org

City of San Diego Water Conservation Program and Rebates:
www.sandiego.gov/water/conservation

Water Conservation Tips:
www.sandiego.gov/water/conservation/tips.shtml

Water Conservation Garden:
www.thegarden.org

Recycled, Reclaimed, and Highly Treated Water Resources Websites:

North City Water Reclamation Plant and the South Bay Water Reclamation Plant:
www.sandiego.gov/water/recycled

Water Purification Demonstration Project and Tour:
www.purewatersd.org

Sustainability Websites:

City of San Diego Sustainable Community Program:
www.sandiego.gov/environmental-services/sustainable

Center for Sustainable Energy California:
www.energycenter.org

Visit the sustainability office at your local college or university campus.

2) WATCH OTHER GREAT FILMS — There are a lot of different styles of film making. Watching films is the best way to figure out what style will best suit your goals.

Note the difference in the films we have listed below, yet how direct the message is in all of them:

American Diabetes Association - Stop Diabetes PSA:
www.diabetes.org/for-media/psa.html

U.S. Environmental Protection Agency's WaterSense Program - Save Water Today PSA:
www.tinyurl.com/5uxat5w

United Kingdom's Sussex Safer Roads - Embrace Life PSA:
www.miproconsulting.com/blog/2010/02/uk-psa/

Intelligent Use of Water Film Competition:
www.iuowfilm.com

3) DEFINE AND GET FAMILIAR WITH YOUR AUDIENCE — Ask yourself and develop answers to questions such as, "Who are you trying to reach? What do they care about? How do you want to communicate your story to them?"

4) DEVELOP THE MESSAGE — Focus your storyline on a single message. Leave the audience with a memorable and declarative sentence. Avoid scare tactics.

5) WRITE A SCRIPT — Take time to turn your message into speaking parts for your film. Select appropriate music and sound effects to support your message.

6) DRAW A STORYBOARD — Break your script into individual scenes. Sketch each scene showing what the viewer would see and note the script below each scene. Make sure the visual for each scene strengthens your message. Identify any potential challenges before filming and develop options for solving these challenges.

7) CREATE YOUR FILM — Create a setting and timing that will evoke the desired response you want from your audience. Be aware of lighting, costumes, and physical environment. Consider the pace of the dialogue and movement of actors and props. Edit footage to best support your message.

8) ATTEND A FREE CRITIQUE WORKSHOP — Whether you're just starting or have a film completed, bring your ideas and/or film and our staff will provide you with feedback prior to the submission deadline.

Call to find out about a workshop near you:
Rebekah Hook at (619) 232-2112 (x104)

