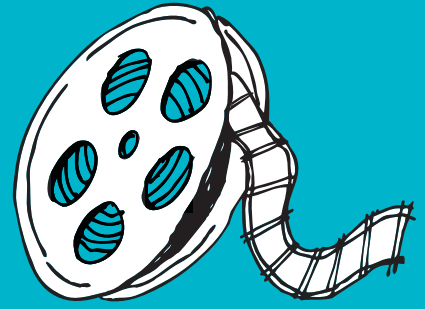


SAN DIEGANS
**WASTE
NO WATER**

Contest Overview

FILM CONTEST



You are invited to 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

CHECK 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. Entries can be submitted by an individual or team.

FOLLOW THESE FILM REQUIREMENTS —

- 1) Film must be no longer than 30 seconds.
- 2) Film must include 5 seconds of black at beginning and end.
- 3) Black will not count towards the total running time of film.
- 4) Film should emphasize responsible water use.
- 5) Storylines need to be about how San Diegans "waste no water" using one of the following messages:
 - a) Create a sustainable world by "wasting no water."
 - b) Plant native or California-Friendly® plants.
 - c) Show how water conservation is important to San Diego's economy.
 - d) Investigate how water is recycled.
- 6) Films should be comedic, light, engaging, fun, clever or thought-provoking.
- 7) Content must be PG, your film may be in movie theaters, so we need to keep it family friendly.
- 8) We love San Diego, please film locally — where else would you be...right?
- 9) Also, feel free to use the slogan "San Diegans Waste No Water" or include our website www.wastenowater.org in your film.

SUBMIT YOUR FILM —

- 1) Film must be submitted on a CD or DVD in a Quicktime or Windows Media format (.wmv, .mov, .mpg, .avi, .mp4).
- 2) Each entrant team member must sign and submit an OFFICIAL ENTRY FORM to enter the contest.
- 3) There is NO entry fee.
- 4) Film must be submitted no later than 5:00 p.m. on April 6, 2012.

Film must comply with OFFICIAL RULES. 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.

Film Assistance

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

LEARN THE STEPS TO MAKE AN EFFECTIVE PSA — Research and preparation are crucial to your film. Check out the "Guide for Filmmakers" for ways to use water more efficiently and responsibly as well as to access steps to make an effective Public Service Announcement and see examples.

Judges Panel & Film Evaluation

MEET THE JUDGES — Beth Accomando of KPBS; Cathy Anderson, Emmy Award Writer/Producer; Rick Bollinger of CityTV; Lisa Franek of the San Diego Latino Film Festival; and Larry Zeiger of the BestFest American Film Festival.

KNOW THE EVALUATION CRITERIA — The judges will be scoring films based on:

- 1) Strength of Message
- 2) Originality
- 3) Artistic Execution
- 4) Production Quality

Prizes

SCREEN YOUR FILM AT THE IMAX — 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.

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

Information

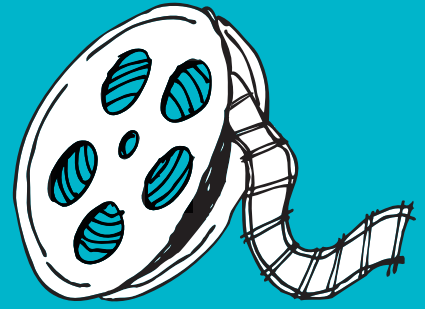
CONTACT US FOR INFORMATION & QUESTIONS — Visit the City's website at: www.wastenowater.org or call Rebekah Hook at (619) 232-2112 (x104)



**SAN DIEGANS
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Official Entry Form

FILM CONTEST



Official Entry Form

WITH MY SIGNATURE BELOW,* I CONFIRM —

- 1) I have supplied accurate information on this OFFICIAL ENTRY FORM.
 - 2) The film I have submitted does not violate copyright laws and is the result of my own ingenuity and efforts.
 - 3) I understand that the film I have submitted will not be returned and that I have retained a copy for my own uses.
 - 4) I understand that the film I have submitted will remain the property of the City of San Diego and may be reproduced.
 - 5) I authorize the City of San Diego to use my name, photograph, biographical information and statements for advertising and/or publicity and general communications purposes.
 - 6) I have read and understand the OFFICIAL RULES of the contest, located at:
www.sandiego.gov/water/conservation/kids
- * Please note: each entrant team member must sign and submit an OFFICIAL ENTRY FORM to enter the contest.

MAIL YOUR FILM AND THIS FORM TO —

Water Conservation Film Contest
Attn: Collaborative Services, Inc.
427 C Street, Suite 200
San Diego, CA 92101

CD/DVDs will NOT be returned. They will remain property of the City of San Diego and may be reproduced.

----- Attach to all film submissions — Due April 6, 2012 -----

Student Name

Address

City **Zip**

Email

Phone

Name of School

Name of Film

Signature

* Please note: each entrant team member must sign and submit an OFFICIAL ENTRY FORM to enter the contest.

