

FILM
CONTEST

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SAN DIEGANS
**WASTE
NO WATER**

FILM CONTEST

Your Ticket to Fame!

You are invited to join the City of San Diego's Public Utilities Department to inspire San Diegans to "Waste No Water. All Days. All Ways."

Your entry could be the winning film that will be shown in theaters this summer!

Contest Information

RULES

CHECK ELIGIBILITY

This contest is open to high school and 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. Film must include 5 seconds of black at beginning and end, which are part of the 30 seconds.
2. Films should be comedic, light, engaging, fun, clever or thought-provoking.
3. Content must be PG, your film may be in movie theaters, so we need to keep it family friendly.
4. We love San Diego, please film locally—where else would you be...right? Please try to film your Public Service Announcement (PSA) outdoors. If you film outdoors, please showcase San Diego.
5. Also, use the slogan **Waste No Water. All Days. All Ways.** and include our website www.WasteNoWater.org in your film.
6. Film should emphasize responsible water use.
7. Storylines must use one of the following “how-to” messages:
 - ▶ How to “waste no water” by planting native or California-Friendly® plants.
 - ▶ How to “waste no water” by using a rain barrel.
 - ▶ How to create a sustainable community by “wasting no water.”
 - ▶ How to “waste no water” by fixing leaks.
 - ▶ How to recycle water.

SUBMIT YOUR FILM

1. Film must be submitted on a CD or DVD in a Quicktime or Windows Media format (.mov and .mp4 are preferred, but .wmv, .mpg, & .avi are acceptable).
2. Name file and label CD or DVD with your info using this structure: “LAST NAME_TITLE OF FILM”
3. Each entrant team member must sign and submit an OFFICIAL ENTRY FORM to enter the contest.
4. There is NO entry fee.
5. Film must be submitted no later than 5:00 p.m. on Friday, April 11, 2014.

EVALUATION

MEET THE JUDGES

- ▶ Rick Bollinger—CityTV
- ▶ Lisa Franek—San Diego Latino Film Festival
- ▶ Lee Ann Kim—Pacific Arts Movement
- ▶ Larry Zeiger—BestFest American Film Festival

KNOW THE EVALUATION CRITERIA

Films will be judged on: [1] *Strength of Message*, [2] *Artistic Execution*, [3] *Originality*, and [4] *Production Quality*.

PRIZES

SCREEN YOUR FILM AT THE IMAX

The finalists’ films will be shown at the Reuben H. Fleet Science Center’s IMAX Theater in Balboa Park at a “Red Carpet Premiere” and will also be featured on the City of San Diego’s website and CityTV.

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.

WIN THE SAN DIEGO VIEWERS’ CHOICE AWARD

Finalists’ films will get a second chance to win big. We will leave it up to your peers to vote for their favorite PSA through our Facebook page. The winner will win a prize package. Check back on the contest webpage for updates on when voting opens and how to vote.

FOR MORE INFORMATION

Visit the City’s website at www.wastenowater.org, or call Rebekah Hook at (619) 232-2112 (x104).

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Steps To Making an Effective PSA

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 by visiting the sustainability office at a local college or university and collecting information from the weblinks below.

Water Conservation Websites

- ▶ San Diegans Waste No Water:
www.wastenowater.org
- ▶ City of San Diego Water Conservation Program & Rebates (including rain barrels):
www.sandiego.gov/water/conservation
- ▶ Water Conservation Tips:
www.sandiego.gov/water/conservation/tips.shtml
- ▶ Water Conservation Garden:
www.thegarden.org
- ▶ City of San Diego Public Utilities Department YouTube Channel (including previous film contest finalists and winners, and PSA samples):
www.youtube.com/user/SDPublicUtilities

Recycled, Reclaimed, and Highly Treated Water Resources Websites

- ▶ North City Water and South Bay Water Reclamation Plants: 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

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 differences in the following four films, 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 am I trying to reach? What do they care about? How do I want to communicate my story to them?”

4. DEVELOP THE MESSAGE

Focus your storyline on a single message. Leave the audience with a memorable, 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. Incorporating iconic people or places in San Diego is a plus.

8. GET ADVICE

Whether you’re just starting or have a film completed, schedule a consultation with our judges or staff to get feedback on your ideas and/or film prior to the submission deadline. Call Rebekah Hook at (619) 232-2112 (x104).

Entry Form

READ AND SIGN THE ENTRY FORM

Each team member is required to read, fill out and submit an individual form. Cut and fold the form below, and insert into your CD/DVD case with your film.

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.

SUBMISSIONS DUE BY APRIL 11, 2014 — MAIL YOUR FILM AND THIS FORM TO:

Water Conservation Film Contest
Attn: Collaborative Services, Inc.
625 Broadway, Suite 835
San Diego, CA 92101

WITH MY SIGNATURE BELOW, I CONFIRM...

- ▶ I have supplied accurate information on this OFFICIAL ENTRY FORM.
- ▶ The film I have submitted does not violate copyright laws and is the result of my own ingenuity and efforts.
- ▶ I understand that the film I have submitted will not be returned and that I have retained a copy for my own uses.
- ▶ I understand that the film I have submitted will remain the property of the City of San Diego and may be reproduced.
- ▶ 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.
- ▶ I have read and understand the RULES & INFORMATION, STEPS TO MAKING AN EFFECTIVE PSA, and ENTRY FORM

← CUT →



FOLD

Official 2014 Entry Form

Student Name _____

Address _____

City _____ Zip _____

Email _____

Phone _____

Name of School _____

Name of Film _____

Signature _____

ONE ENTRY FORM REQUIRED FOR EACH TEAM MEMBER

ENTRY MUST BE SUBMITTED BY APRIL 11, 2014

FILM NAME