



CITY OF SAN DIEGO FACT SHEET

City Launches “Spoken Word” Contest For Litter and Recycling

Prizes provided by Sprint and winners to be showcased after “Earth Day” in April

SAN DIEGO, CA— The City of San Diego is looking for talented poets, artists and activists to step forward and accept a challenge to help promote anti-litter and recycling messages by using “Spoken Word” poetry. Sprint will provide prizes including (1st place) an HTC EVO View 4G Tablet, (2nd place) Lakers game tickets – Earth Day - April 22, (3) Smartphone.

Spoken Word (or Performance Poetry) is a decades-old art form that allows the speaker to express a point of view and make social commentaries on current events using “metered” verses set in a certain patterns or lengths.

We are reaching out to San Diego’s performing arts community to participate, win prizes, and push a message of the ills of litter in our communities and the importance of recycling in San Diego. In our neighborhoods, litter is more than just messy streets and sidewalks. It negatively influences how neighborhoods are perceived, as well as how their residents perceive themselves and conduct themselves.

It has a chilling effect on the mind and the spirit. At its worst, tolerating litter can lead to an atmosphere of hopelessness and desperation that keeps people and their communities down.

Turning around the long-held indifference to littering will not be achieved through traditional methods. But if we were to tap into the emotional power of the spoken word, crafted and delivered by residents of the city who feel the negative effects of litter first-hand, we might raise the collective consciousness and ignite an emotional response that would trigger positive action.

We want city residents, especially young people, to feel they have a right not to live in a city trashed by indifference and to take a stand against it. We believe that through spoken word, our biggest offenders can become our strongest advocates to join a movement that can change our city.

Our hope is to find a handful of San Diego’s most gifted young poets to be the spokespeople for this movement. They must have the talent to move people with their words and performance, and with a film crew recording them.

Residents are able to view information about the contest on our website at www.recyclingworks.com.

Deadline is Monday, April 16, 2012.



CITY OF SAN DIEGO “SPOKEN WORDS” GUIDELINES

SPEAK THE WORDS THAT INSPIRE ACTION

Thanks for taking part in the City's search for talented poets who can give voice to a forceful campaign against litter and promote recycling. Your art will have a high purpose here . . . to move people to say a loud “no” to a litter problem that drags down communities and “yes” to a recycling movement that can lift us all up. This is about you creating poetry that raises people's consciousness, which is one sure way to stop litter, increase recycling and ultimately change lives.

We've come to you because your words are real and original and ring true to everyday people . . . the same people who find it all too easy to ignore typical anti-litter and recycling messages. We're betting they won't be able to ignore yours. You're free to soar wherever your inner spirit takes you.

Some simple guidelines:

- Candidates will have until Monday, April 16, 2012 to write a 30-second or one-minute poem.
- Keep your poem and performance to sixty seconds max.
- However you portray the downside of litter and its effect on people, your poem should **lead into positive territory**... leave your listeners feeling hopeful and optimistic that together the action they take to stop littering and increase recycling will make City life better in every way.
- Be true to your own poetic style, but no profanity or offensive language please.
- We will accept “raw” video performance recorded on webcam, cell phones or other devices that allows us to hear your message and see your performance.
- Candidates under 18 years-of-age must provide a signed release form from a parent or guardian.
- Poets can perform their audition with or without their script.
- Call-backs will require memorized performances.
- Final talent may need to modify their work based on team input and, ultimately, City approval.

The group we select may be delivering their anti-litter and recycling messages on TV, radio, print, outdoor, live performances and social media outlets.

Everything we have learned about attitudes toward litter, its causes, and its impact on the social fabric has us convinced that our best hope for success lies in harnessing the emotions of people like you who have the greatest stake in bettering America's Finest City.

We are very excited about that prospect, and hope our enthusiasm is contagious. We can't wait to hear how San Diego's most fertile young minds create a movement that finally puts litter in its place and increases awareness towards recycling as an important part of the solution.

Residents are able to view information about the contest and submit their entries on our website at

www.recyclingworks.com. Deadline is Monday, April 16, 2012.