

WEWAC

Water Education /Water Awareness Committee
15th Annual

High School Public Service Announcement Video Contest 2010



School: _____ School District: _____

School Address: _____ City: _____ Zip: _____

School Telephone Number: () _____ Fax: () _____ Phone: () _____

Title of Production: _____

Brief Summary of Production: _____

Participants' Names: (Please include all participants) _____

Length of PSA: _____ Length of **Copyright/Non-Original** Material (briefly describe): _____

The school Principal and supervising Student Advisor acknowledge and hereby agree to abide by all "Eligibility" rules as listed on the entry application explanation sheet.

Principal's Signature: _____ Date: _____

Principal's Name (Please Print): _____

Advisor's Signature: _____

Advisor's Name (Please Print): _____

Advisor's Contact Information: **Phone** () _____ **Email** _____

This application can also be downloaded from www.usewaterwisely.com
You may submit duplications of this form should you need additional copies.

Water Education / Water Awareness Committee 15th Annual

Water Awareness High School

Public Service Announcement* Video Contest

The video must be produced as a **Public Service Announcement (PSA). The video must be EITHER 28 or 58 SECONDS in length only.*

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**DEADLINE
TO SUBMIT
YOUR VIDEO IS
4:00PM
FRIDAY,
APRIL 9, 2010**

WEWAC MEMBER AGENCIES

Chino Basin Water Conservation District, City of Chino, City of Chino Hills, City of La Verne, City of Ontario, City of Pomona, City of Upland, Cucamonga Valley Water District, Inland Empire Utilities Agency, Monte Vista Water District, Rowland Water District, and Three Valleys Municipal Water District.

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Water Education / Water Awareness
Committee Established 1986



15th Annual
WEWAC High School
PUBLIC SERVICE ANNOUNCEMENT
Video Contest 2010

OBJECTIVE

The objective of the "Water Awareness Public Service Announcement (Video) Contest" is to increase awareness of the importance of water in Southern California. The program is intended to enhance group participation--class projects are welcome. The prizes will be awarded to the schools. No individuals will be provided prize money.

AWARDS

Awards will be presented as follows:

- 1st prize \$600
- 2nd prize \$400
- 3rd prize \$200

Honorable Mention winners that meet the eligibility requirements will also receive \$50 each (up to a maximum of six honorable mention awards).

Only ONE (1) winner per school. Multiple entries will be allowed, but only one winner per school will be awarded.

**All entries must be produced to be used as a Public Service Announcement (PSA).*

**The PSA's must be EITHER 28 or 58 SECONDS in length. Entries that exceed either time limit will be disqualified.*

***NO use of copyright materials is allowed without express written permission by the copyright owner.**

All entries must be submitted in digital format (DVD)+.

+Please call if you are unable to provide your PSA in this format. Arrangements to accept your entry in a tape format, MAY be possible. WEWAC may also have a need to request your PSA in another format based on outreach needs. Please keep your electronic files until after the Awards Ceremony.

Remember, this is a **PUBLIC SERVICE ANNOUNCEMENT**. The judges will look for message clarity, creativity and production/sound quality. Each video will be judged accordingly.

NOTE: Entrants whose clips are chosen for inclusion in a program must sign a release attesting to the fact that they are the rightful owners of the submitted clips. All persons appearing in the clips must sign consent forms and/or releases before their material may be broadcast. Minors will be asked to have a parent or guardian sign the consent / release forms.

P-S-A-Contest

Each PSA must focus on WATER CONSERVATION

Below are some POSSIBLE WATER CONSERVATION topics:

- Conserving water IN your home
- Conserving water OUTSIDE your home
- Gardening to SAVE water
- WHY save water?
- How does preventing water pollution SAVE water?
- Why is it important to conserve California's water?



Message/Clarity (relays a clear, locally-applicable water conservation message) -- possible points = 20
Creativity/Originality -- possible points = 20
Production/Sound Quality -- possible points = 20

Please remember, the goal of these public service announcements is to use them on local cable channels and other media outlets. The highest possible production quality will be to your benefit.

DEADLINE

All entries must be postmarked or delivered by **4:00pm, Friday, April 9, 2010.** submit and mail to:

WEWAC
c/o City of Ontario, MUA
Attn: Virginia Lopez
1425 S. Bon View Ave.
Ontario, CA 91761
(909) 395-2671



NO PROFESSIONAL ASSISTANCE WILL BE ALLOWED. Said use will result in an automatic disqualification.

PRESENTATIONS / AWARDS

The Awards presentations ceremony will be held in May, 2010. The exact date will be confirmed with all participants prior to the event. A location and guest speaker will be identified at that time. **Be sure to keep us informed of your up-to-date contact information.**

- For good examples and a definition of a PSA, visit Wikipedia.org and search on "Public Service Announcement"
- You can also view prior winners on the WEWAC website at: www.usewaterwisely.com
- If you need help, or information on water conservation or resources CALL your local water agency. We are happy to help!

WEWAC Mission Statement

The Mission of the Water Education - Water Awareness Committee is to promote the efficient use of water and to increase the public awareness of the importance of water in Southern California.

Entrants whose clips are chosen for inclusion in a program must sign a release attesting to the fact that they are the rightful owners of the submitted clips. All persons appearing in the clips must sign consent forms and/or releases before their material may be broadcast. Minors are asked to have a parent or guardian sign the consent/release form.

PHOTOGRAPHIC RELEASE

I _____ hereby assign all rights to the video tape and sound recordings made on the dates of _____ by the video production company, hereafter called (High School or Group name). In addition, I hereby authorize the reproduction, sale, copyright, exhibition, broadcast and/or distribution of said production without limitation. I hereby certify that I am over twenty-one (21) years of age, and competent to contract in my own name in so far as the above is concerned.

(Please Print Name)

(Street Address)

(Signature)

(City, State, Zip Code)

(Date)

(Telephone Number)

CHILD'S RELEASE

I/We _____ (parent or guardian names) hereby assign all rights to the video tape and sound recordings made of me/or my child _____ (Child's name) on the dates of _____ by the video production company, _____ hereafter called *High School*. In addition, I hereby authorize the reproduction, sale, copyright, exhibition, broadcast and/or distribution of said production without limitations. I hereby certify that I am the legal parent/or guardian of the above-named child.

Parent / Guardian _____

(Please Print Name)

(Street Address)

(Signature)

(City, State, Zip Code)

(Date)

(Telephone Number)



WEWAC 15TH Annual High School Video Contest 2010!