

**Water Conservation Coalition of Santa Cruz County Invites you to enter**  
**The 2017 Water Saving Tips and Water Pollution Video Competition**  
**Submissions due March 27<sup>th</sup> 2017**

Inspire others to save water or prevent water pollution by making a short newscast, skit, animation, commercial or even a music video. **The winning films win \$500 and will be on TV and at the movies!**

**Official Rules and Guidelines**

This contest is open to **all high school and college aged** students in Santa Cruz County.

Entrants can be individuals or teams. Each student must sign and fill out an official entry form to enter the contest on [watersavingtips.org/resources/videocontest/](http://watersavingtips.org/resources/videocontest/).

**Video Guidelines:**

Choose one category to focus your video on.

- 1: Indoor and outdoor water saving tips OR**
- 2: Water Pollution Prevention Tips. Convince people to save and protect water.**

- See [watersavingtips.org](http://watersavingtips.org) for subject ideas.
- It can be in **English or Spanish** or both!

**LENGTH:** Content of Video must be no longer than 26 seconds. See specifications sheet for details.

**Upload to YouTube**

Share your video link with [savewater@soquelcreekwater.org](mailto:savewater@soquelcreekwater.org). You must include an entry form, and video/photograph release form and must be **submitted no later than 12am on March 27, 2017.**

Video must comply with OFFICIAL RULES AND GUIDELINES (see second page).

**Judges will be looking for**

- Incorporation of the theme and informational content about water saving or pollution prevention tips.
- Creativity, originality and educational impact
- Accuracy of information
- Entertainment value: interesting and captivating

**Judging and Selection of Winner(s)**

Winner(s) will be notified by phone or email within a week of the deadline. For advertising purposes, the selected winner(s) will be required to resubmit the film as a High Definition (HD) Digital File to be TV and movie ready.



Video contest winners 2015

**High School and College student made films will be judged and awarded separately.**

2 Categories, 6 possible winning videos:

- Outdoor or Indoor Water Saving Tip (**English and Spanish**)
- Storm Water Pollution Prevention Tip (**English and Spanish**)

**Prizes per category:**

**1<sup>st</sup> places will get \$500**

**2<sup>nd</sup> places will get \$350**

The winning films will be shown at an award ceremony in May and shown throughout the summer on KION TV channel 5 and 46 -KION, Telemundo, Watsonville Channel 70, and Green Valley Cinema.

**Sponsored by:** The member agencies of the Water Conservation Coalition of Santa Cruz County

Visit [watersavingtips.org/resources/videocontest/](http://watersavingtips.org/resources/videocontest/) to fill out entry form and see past winning videos for inspiration.

**More Information:** Visit

[www.watersavingtips.org](http://www.watersavingtips.org) or contact Vai at Soquel Creek Water District by **phone 831-475-8501 ext. 142.** Or by email:

[savewater@soquelcreekwater.org](mailto:savewater@soquelcreekwater.org)



# Water Conservation Coalition of Santa Cruz County Video Contest 2017

## Media Specification and Video Contest Rules

To submit a video for judging please follow these specifications on length, format, sound levels, and frame rate.

1. **LENGTH:** Content of Video must be no longer than 26 seconds. (add 4 seconds for a credit slate)
2. **FORMAT:** Video should be filmed in HD 1080 at 1920x1080 (square pixels) resolution.
3. **SOUND:** between -12db and -6dbs
4. **FRAME RATE:** The preferred frame rate is 24 frames per second or 30 fps
5. **FORMAT FOR JUDGING,** upload a 26 second video to YouTube and have a 5 second credits slate at the end noting your production crew, school, music and actors and any music that you used.
6. **Upload** to YouTube as a public video or unlisted. **Share the YouTube link to [savewater@soquelcreekwater.org](mailto:savewater@soquelcreekwater.org). You must attach an entry form, and video/photograph release form no later than midnight on March 27th, 2017.**

### WINNING VIDEOS

must add **5 seconds of black** in the beginning and **end with 5 seconds of black**. This does not count towards total running time (26 secs). This allows KION channel to fit your video into the TV schedule appropriately. To be TV ready, provide a **HIGH DEFINITION file as an .mov file**. Video should be in HD1080p at 1920x1080 (square pixels) resolution and needs to be rendered out at that resolution. The videos will be shown on KION channel 5/46, channel 70 and shown before movies in Watsonville at the Cinespots Theater.

- ⇒ **If you have made a movie in Spanish**, it may qualify to run on Channel 23 Telemundo or Channel 70.
- ⇒ Rights are reserved by the Water Conservation Coalition of Santa Cruz County to disqualify an entry that is deemed to be offensive, libelous, slanderous, inflammatory or otherwise inappropriate in any way for this film contest.
- ⇒ Copyright laws must be followed. You must get written permission to use copyrighted imagery or music if you want your video to be shown on TV. Commercial products must be blurred out.
- ⇒ The Water Conservation Coalition is not responsible for entries that are lost, late, misdirected, and incomplete or in violation of copyright laws. They will remain the property of The Water Conservation Coalition members to educate the community about water conservation and pollution prevention.

**Thanks for helping to protect our water resources!**



Video contest winners 2016



Video contest winners 2015