



25th Annual Water Media Campaign

BROADCAST MEDIA AND DIGITAL ART CONTEST



7th-12th grade students, do you have a knack for photography? Do you excel in media arts? Flex your creative muscles with a water-themed campaign for a chance to win money for your school!

Theme: What do you think is the greatest threat to our water supplies in southern California over the next 25 years? Why? How would you address those threats?

Resources

- View prior winners on the WEWAC website at usewaterwisely.com
- Contact your local water agency for information on your local water supply
- Google “Public Service Announcement”

Winning teacher receives a basket of supplies!

All entries must be postmarked or delivered by Thursday, February 13, 2020 by 5:00 P.M.

Mail Form to:
WEWAC

**C/O Inland Empire Utilities Agency
Attn: Michelle O’Brien
6075 Kimball Avenue
Chino, CA 91708**

Awards:
Broadcast Media
 1st Place: \$400
 2nd Place: \$300
 3rd Place: \$150

Digital Art
 1st Place: \$400
 2nd Place: \$300
 3rd Place: \$150

Questions? 909-993-1741 | mobrien@ieua.org

Participating Water Agencies: Chino Basin Water Conservation District, City of Chino, City of Chino Hills, City of Glendora, City of La Verne, City of Pomona, City of Upland, Cucamonga Valley Water District, Fontana Water Company, Inland Empire Utilities Agency, Monte Vista Water District, Ontario Municipal Utilities Company, Rowland Water District, Three Valleys Municipal Water District, Valley County Water District, and Walnut Valley Water District.



CONTEST RULES

- **Theme: What do you think is the greatest threat to our water supplies in southern California over the next 25 years? Why? How would you address those threats?**
- One entry per student
- All entries must be submitted on a **flash drive**
- WEWAC may request that you provide your submission in another format based on our outreach needs
- Professional assistance is prohibited
- Submissions accepted in two formats "Broadcast Media" and "Digital Media"

- **"Digital Art"** submissions are those developed to be displayed as static or dynamic graphical content.
- Entries must be original work
- Any art that is copied from another source will be disqualified
- Entries must be created on a computer, must be in color, and must be submitted at no less 300 and no more than 500 ppi/dpi in JPG or PDF format
- You may work from the scan of the original pencil sketch, but the final entry **MUST** be inked/colored in a digital imaging program such as Adobe Photoshop
- Entries **MUST** be accompanied by a scanned copy of your original sketch. This will prove that it is your work and not downloaded from someone else's website

- **"Broadcast Media"** submissions are those developed to facilitate the wireless distribution of audio and video contest
- Broadcast media must be **EITHER 28 or 58 SECONDS** in length
- Entries that exceed either time limit will be disqualified
- Use of copyright materials is allowed with express written permission by the copyright owner (Examples of copyright materials include music, video clips, and images)
- Written approval must be submitted with your entry

For additional information or to download a registration form visit
usewaterwisely.com

Disclaimer: Any submission as part of the "Water Media Campaign" becomes the property of WEWAC and the participating member agencies. WEWAC and the member agencies will own all of the intellectual property rights and have the rights to use any selected media or digital art production. WEWAC reserves the sole right to determine all winners and awards.



REGISTRATION FORM: WATER MEDIA CAMPAIGN

School: _____ School District: _____

School Address: _____ City: _____

School Phone Number: _____ Fax: _____

Digital Art Title: _____

Participants' Names: (Please include all participants) _____

Brief Summary of Production: _____

Broadcast Media Title: _____

Participants' Names: (Please include all participants) _____

Brief Summary of Production: _____

Length of Broadcast Media: _____ Length of **Copyright/Non-Original** Material: _____

How did you hear about the program? _____

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 Phone Number: _____ Email: _____

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

MEDIA PRODUCTION RELEASE (Advisor's Signature)

I _____ hereby assign all rights of the broadcast media and digital art made on the dates of _____ by the media production company, hereafter called Junior High/High 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.

Name (Print): _____ Street Address: _____

Signature: _____ City, State, Zip Code: _____

Date: _____ Phone Number: _____

CHILD'S RELEASE (Parent's Signature)

I/We _____ (parent or guardian names) hereby assign all rights to the broadcast media or digital art material made of me/or my child _____ (Child's name) on the dates of by the production company, _____ hereafter called Junior High/High School or Group name. 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

Water Media Campaign 2020!