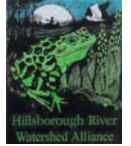


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# 2010 Water Stewardship PSA Contest Rules & Guidelines



## Who May Enter:

Students who attend any high school (grades 9-12) within the boundaries of Hillsborough County, Florida. Entries must be submitted by a high school student(s) attending a school within this defined geographic region and all entries must be entirely the work of the student(s). Entrants may submit videos in one or both contest formats.

## Short-Form Topic and Format:

Your entry should be a 60 second (or less) Public Service Announcement ("PSA") video addressing the importance of protecting our drinking water resources and the Hillsborough River system. Entries should relate this topic to our limited drinking water supply, the health of the Hillsborough River and local groundwater and surface water supplies, and the importance of water conservation. We are not looking for entries that simply provide water conservation tips. We are seeking entries that will raise awareness by challenging viewers:

- to examine how we use water,
- to understand why it is important to conserve water and the consequences of over-use,
- and to consider how to sustainably protect the Hillsborough River and our local groundwater and surface water supplies.

## Long-Form Topic and Format:

Your entry should be a 10 minute (or less) Public Service Announcement ("PSA") video addressing the importance of protecting the Hillsborough River Watershed, which includes portions of Hillsborough, Pasco and Polk counties.

## Entry Submission:

Your entry must be postmarked by Midnight, Friday, March 26, 2010, and must include:

- Your video PSA. It must be submitted both as a full quality/full frame uncompressed (720 X 480 pixel) file on mini Digital Video (miniDV) and on a DVD.
- Include project title, your name and contact information on PSA. Your entry will not be returned to you, so save a copy for yourself.
- Completed Student Registration entry form.
- A signed Appearance Consent and Release form for the entrant and each person appearing in the video, and his/her parent or guardian if she/he is a minor (under the age of 18).

## Entry Conditions and Requirements:

- Submissions will only be accepted by entrants who are currently enrolled in a high school that is located within Hillsborough County, Florida.
- All entries must be the original creation of the entrant(s).
- Entrants must not break any laws, endanger anyone, cause damage to the personal property of others, or cause injury to any animals and/or the environment in the process of creating the PSA.

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- Entries cannot contain content that is vulgar, malicious, violent, or offensive to others.
- Entries must not infringe on the copyright, trademark or other rights of any individual, business or organization. Any copyrighted material or music cannot be used without written permission (Permission must be submitted with entry).
- By submitting a PSA, all entrants grant the City of Tampa, Hillsborough County, Hillsborough River Watershed Alliance and their authorized agents a non-exclusive license to reproduce, prepare derivative works, and/or publicly display or distribute your work on television, the Internet, or at any event.
- All submissions must meet the minimum technical requirements, include all required paperwork, and be postmarked by Midnight, March 26, 2010.
- No employee of the City of Tampa, Hillsborough County or the Hillsborough River Watershed Alliance that has a child participating in the contest will have any influence in the determination of the winner.
- Prize money will be paid directly to the entrant unless the entrant is a minor, under the age of 18 years old, in which case, the prize money will be paid to the parent or legal guardian identified on the entry application.

#### Winners:

One winner in each category (short-form and long-form) will be selected by a panel of judges. The short-form winner will be awarded a \$1,000 cash prize. The long-form winner will be awarded a \$100 U.S. Savings Bond. The winners and a select number of other entries may also be chosen to appear in a ½ hour television program about the PSA contest and the water supply issue produced by the City of Tampa Cable Communications Department.

The judges will take into consideration the following criteria when selecting the winner:

- Creativity
- Content (clearly addresses the stated contest topic)
- Persuasiveness

\*Entrants will receive more consideration from the judges for their creativity, content, and persuasiveness than for the technical attributes of their entries.

#### Submission Address:

All completed entries should be mailed to:  
Attn: Andrea Roshaven, Water Conservation Coordinator  
City of Tampa Water Department  
306 E. Jackson St., 5E  
Tampa, FL 33602

#### Other Conditions:

Entrants agree to be bound by the official Tampa, Hillsborough County and Hillsborough River Watershed Alliance Water Stewardship PSA Contest ("Contest") rules and the decisions of the judges. The winner will be notified by telephone, mail or e-mail. If the winner cannot be reached or in the event that a participating entrant cannot accept the prize, an alternate winner will be selected by the Contest coordinators based on the

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judging criteria outlined in these official contest rules. No substitution or transfer of prizes permitted. All taxes, fees, and surcharges on prizes are the sole responsibility of the prize winner. If winner is considered a minor by state law, prize will be awarded to parent or legal guardian, who shall also be bound by these rules. Ownership of the underlying intellectual property of the project remains with the entrant, with the following exceptions:

- The winner and all entrants in the Contest grant permission to City of Tampa Water Department (“TWD”) or its authorized agents, the right to print, publish, broadcast and use worldwide in any media and at any time the entrant’s name, picture, image, likeness, biographical information, statements, quotes, testimonials, and the name of the entrant’s school and district name without further compensation to entrant.
- Entrants also grant TWD, or its authorized agents, to use, reproduce, reprint, distribute, perform, and/or display, and exhibit, at any time, in any form or by any means, the entrant’s project video or any portion thereof without review or without further compensation to entrant.
- TWD, or its authorized agents, maintain the right to reproduce, reprint, distribute, perform, display, and exhibit at any time any Program or derivative works that are developed using material and images associated with the Contest.
- TWD, and its authorized agents, reserve the right to not to select a winner in any category if, in its sole discretion, no suitable entries are received.

All entrants assume all liability for any injury or damage caused, or claimed to be caused, from participation in this Contest or use/redemption of any prize. Entrants agree to hold the City of Tampa, Hillsborough County, and Hillsborough River Watershed Alliance and their respective directors, officers, employees, and assigns harmless against any and all claims and liability arising out of participation in this Contest or use of any prizes. TWD, or its authorized agents, are not responsible for any typographical, technical, or other error in the printing, advertising or communications relating to the Contest, administration of the contest, or announcement of the prizes. TWD or its authorized agents are not responsible for cheating or fraud by any entrants. Any activities intended to disrupt or interfere with the proper play of the Contest, or defraud Sponsor in any way will be prosecuted to the fullest extent of the law.

For more information, contact Andrea Roshaven at [Andrea.Roshaven@TampaGov.net](mailto:Andrea.Roshaven@TampaGov.net) or (813) 274-5912.