

SAN DIEGANS WASTE NO WATER

FILM City of San Diego's Annual CONTEST MAKING FILMS: MAKING IMPRESSIONS

The City of San Diego's Water Conservation Program is creating unique ways to encourage San Diegans to "Waste No Water." To expand its audience and outreach efforts, an annual film competition is held to engage high school and college-age young adults. The program helps spread the message among their peers that water conservation is part of the San Diego lifestyle, and also bridges a partnership with the local art community. Over the four years of its existence, student involvement, overall interest, and the quality of the film entries greatly increased by incorporating lessons learned.

3 TIPS for Engaging Students

1



Training Students

A workshop was added to the program so student filmmakers could meet with judges from the film industry. During the filmmakers workshop, students could learn from the judges ways to improve their research, planning and execution to focus the message and connect with the audience. This type of workshop thoughtfully engages students and helps them improve the power of their film.

2



Involving VIPs

To create excitement about the contest, VIPs from the film industry were included from the beginning. Combined with the involvement of local elected officials, these VIPs expand community interest. Their presence increases the importance of the contest and builds community awareness.

3



Rewarding Winners

Prizes and awards provided by area partners help to increase excitement and interest. Additionally, the winner's film was featured in theatres during the blockbuster summer season. These partnerships with local businesses who sponsor art-related and general interest prizes bring more enthusiasm to the contest and further motivate the contestants.

