

This presentation premiered at WaterSmart Innovations

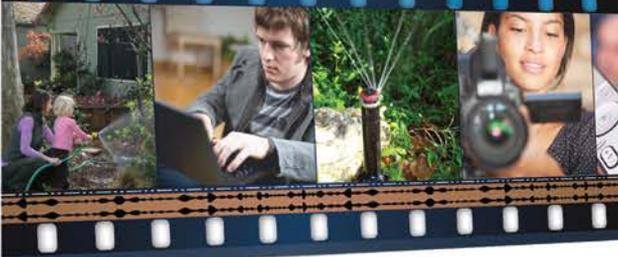
watersmartinnovations.com



VIDEO CONTESTS THAT ENGAGE STUDENTS IN WATER CONSERVATION

Presented by Amy Talbot, Regional Water Authority
 Andy Florendo, Solano County Water Agency

Getting your video on YouTube? Whatever.
On TV and a Jumbotron? Legit.



Announcing the 2014 Water Spots Video Contest

Shoot. Edit. Submit. Get famous. The Regional Water Authority's video contest is open to high school students in Sacramento, El Dorado and Placer counties, and the City of West Sacramento. Videos must focus on the selected 2014 water efficiency theme: *Don't be a gutter flooder: Prevent overspray and runoff.* Winning spots will be presented on the River Cats Jumbotron for thousands to see and may be part of RWA's 2014 outreach campaign.

The deadline to enter is Friday, February 28, 2014. Get all the rules and entry details at sacbee.com/water-spots.

REGIONAL WATER AUTHORITY
WATER SPOTS
 VIDEO CONTEST





RWA
 Regional Water Authority
 BUILDING ALLIANCES IN NORTHERN CALIFORNIA



Water Smart Innovations
 October 9, 2014

SOLANO WATER
 BE GREEN, SAVE BLUE

High School Video Contest

LIGHTS CAMERA CASH!

Prizes
 1st \$1,500
 2nd \$1,000
 3rd \$500

2014



- Solano County high school students and their school can win up to \$1,500 in cash in Solano County Water Agency's fourth annual video contest.
- Your 60-second Public Service Announcement video must focus on the selected 2014 theme: *Spy on Your Sprinklers: Check your sprinklers monthly for water-wasting problems.*
- The deadline to enter is Monday, March 31, 2014.
- Meets Common Core standards.

Get all the rules and entry details at solanosavewater.org



RWA's Water Spots

We offer students FAME!

- 💧 About 100 entries annually
- 💧 30-second videos
- 💧 Includes “People’s Choice” online voting
- 💧 Top 10 videos unveiled on Jumbotron
- 💧 Winner announced before River Cats game
- 💧 Winning video featured in advertising buy



SCWA's Water Awareness Video Contest

We offer students CASH!

- 💧 Top prize is \$1,500 in cash
- 💧 100 entries this year
- 💧 60-second videos
- 💧 Includes “celebrity” judges
- 💧 Winners honored in front of peers

Top 10 Tips for Successful Video Contests



A Solid Foundation

#1: Sync Theme With Organizational Messages

- 💧 Encourage students to be creative, edgy
 - 💧 Lots of creative minds looking for an outlet
- 💧 Warning – students can be *too creative*

SCWA's 2013 Theme:

Spy on Your Sprinklers: Check your sprinklers monthly for water-wasting problems

#2: Utilize Technology

- 💧 Place contest information and materials on your Web site/Facebook/Twitter
- 💧 If you plan to accept videos online, test and re-test technology for uploading videos



#3: Distribute Materials EARLY!

- 💧 Public and private schools (and school districts) often have differing schedules
- 💧 Get materials out before most schools begin
- 💧 You want to give students time to prepare good videos

Incentives

#4: Offer Enticing Incentives

- 💧 Incentivize teachers to make contest a class assignment = key to increasing # s
- 💧 Offer cash to winning students and teachers
 - 💧 Awards directly to teachers, not schools
- 💧 Offer prizes to teacher(s) that sponsor the most entries



Promotion

#5: Targeted Outreach

- In-person visits to every school
 - Bring professional, eye-catching materials
- Follow up with e-mails and phone calls
 - Be persistent--teachers are busy and may need an extra reminder (or two)!
- Multimedia and science teachers are most receptive
 - Especially those that teach AP classes

#6: Work With Trusted Partners

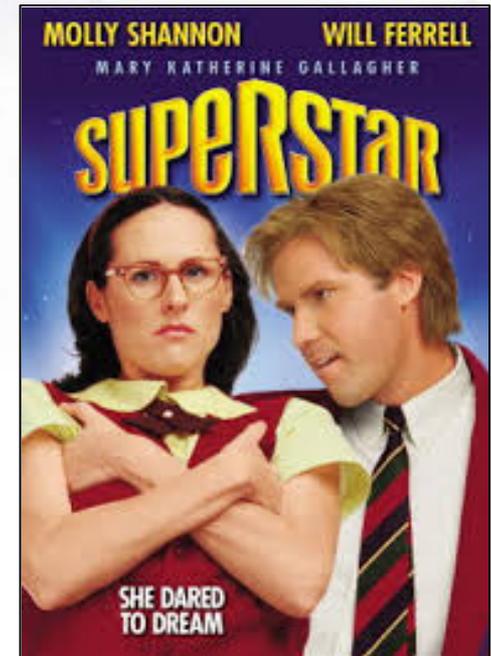
- 💧 Local media
- 💧 Educators, including Office of Education, district offices, curriculum coordinators
- 💧 Your local school contacts
- 💧 Your retail partners/members



Judging

#7: Enlist “Celebrity” Judges

- 💧 Boards and councils to get buy in
- 💧 Media to get exposure
- 💧 Film industry for creditability
- 💧 “Hip” leaders for cool factor



#8: Prescreen Videos for Judges

- 💧 Short and sweet
- 💧 20 videos max
- 💧 Make it enjoyable, not daunting



Recognition

Me, Me, Me!

#9: Plan an Eventful Debut

- 💧 School assembly
- 💧 Photo in the paper
- 💧 Film festival
- 💧 Public /sporting event



#10: Use Videos to the Max

- 💧 Media buys
- 💧 Public service announcements
- 💧 Local public access stations
- 💧 Water provider service lobby
- 💧 Board/council meetings
- 💧 Wild and Scenic Film Festival



Great Resources!

- 💧 “Video Contest in a Box” by the California Urban Water Conservation Council
- 💧 See winning videos on YouTube:
 - 💧 BeWaterSmartinfo
 - 💧 SolanoSavesWater
- 💧 Use our handout!

Questions??



Thank You!!!

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