

JUDGING CRITERIA

Message Clarity

The project relays a clear message that compels the target audience towards action or brings greater understanding of the issue.

Target Audience and Message Effectiveness

The project has a clearly defined target audience and has a purposefully-crafted message. The message is relatable and provokes a reaction in the target audience.

Creativity/Originality

The message is conveyed in a creative and original way that is educational and a call to action.

Production Values, Visual Look of Social Media Entries

For video projects, the production values should be as high as possible with consideration to photography, sound and lighting quality, and editing. Social media entries should emphasize messages with clear and effective wording and graphics which support the message and bring the text to life. Measurements in pixels for Twitter are 440(w) x 220(t), and Facebook 1200 x 1200.

Regardless of format,

NO PROFESSIONAL ASSISTANCE IS ALLOWED. This is defined as any assistance received from **anyone** in the film, video, public relations and/or graphic design industries. Said violation will disqualify the project with a score of zero in this Solar Cup 2016 point category.

Production Details

The following elements must be included in your project to avoid scoring deductions or receiving zero points:

All types of media

- No use of copyrighted materials is allowed without express written permission by the copyright owner to include use of logos, photography, music and video or audio clips.
- A violation of copyright laws (including materials without permission) will result in a score of zero for this project.
- A signed PSM Participation Form (signed by the school principal) must be received with the final project submittal.
- Under no circumstances will any electronic submittal of the final project be accepted.

Video

- Limited to no more than 60 seconds in length. This does NOT include a three-to five-second fade in and fade out which is also required.
- Must be submitted on a standard definition DVD, labeled with school name, date submitted and contact information.

Social media

- Hard copies of the six social media entries should be submitted in duplicate (two copies) with labels that include the school name, date submitted and contact information.

Quality

- Video pieces should be high quality for presentation at school announcements, or distribution to a local radio or cable television station, or posting on YouTube or other similar social media outlets.
- Social media postings should be according to specifications and adequate resolution for posting.



OUTREACH PROJECT GUIDELINES

CONSERVATION: RAIN OR SHINE



DUE DATES:

Draft Outline – Friday February 19, 2016

Final Project – Thursday April 14, 2016

CONSERVATION: RAIN OR SHINE

It's being called the Godzilla of all El Niños.

The monster of all rain storms – a conveyor belt of pounding showers predicted to hit California this winter. And if the rise in ocean temperatures and weaker trade winds, and scientists' predictions come true, we're in for a very wet winter. But that doesn't signal the end to our precedent-setting drought or the end to conservation. Because of where we live, dry years will always be just around the corner. Conservation has to be a way of life, regardless of temporary weather phenomena. Just as El Niño is a cyclical event, so is drought.

The State of California agrees. In a December 2015 press release it said, "While El Niño storms may bring significant rain this winter, the depth of our drought and the uncertainty of the amount, type, and location of precipitation means we have to continue conserving every way we can. In other words, unless we get a ton of snow in the Sierras that lasts through April, every drop saved today is one we'll be glad we have tomorrow."

To help Southern Californians deal with the drought and plan for our long-term water needs, Metropolitan this year increased its conservation budget by \$350 million, bringing the total two-year conservation budget to an unprecedented \$450 million, by far the nation's largest. The added funding was in response to record public demand for Metropolitan's water-savings rebate programs, led by the popularity of turf removal. The program has helped change the mindset about Southern California outdoor landscaping, replacing thirsty lawns with drought-tolerant plants and new water saving devices inside homes and businesses for long-term savings.



Sun, sky and water are key elements for Solar Cup

Southland residents have embraced conservation. It is much easier to promote it during a drought – when people are facing higher rates for water or mandatory cutbacks or both, and every news cast reminds us we are in a drought. The challenge is more difficult when the message is washed out by the sound of pouring rain. That is why it is important to weather-proof the conservation message and make it is a year-round call to save water and use it wisely.

This year's theme for outreach materials is: "Conservation Rain or Shine." In your project – video or social media postings – educate your target audience about why conservation is a forever thing in Southern California. If you choose the social media option, we expect six "pre-packaged" entries for either Twitter or Facebook that have content-relevant messages and images connected to this year's theme.

DEADLINES



Questions?

Please direct

all questions to

Julie Miller at

jamiller@mwdh2o.com

or call 213 217-6738.

Project Draft Outline: Friday, February 19, 2016 (no later than 5 p.m.)

A completed two-page outline that includes the three required elements of theme, target audience and storyline.

Late draft outlines will only be accepted until 5 p.m. Friday, February 26, 2016 and will receive a 20 percent penalty of the total possible points (six points).

Important Note: If a team does not turn in a draft outline by the February 26 deadline, they will not be permitted to complete the final project. The team will be given a "zero" for the project.

Unlike the final project, the draft outline may be submitted electronically.

Final Project: Thursday, April 14, 2016 (no later than 5 p.m.)

The final project is due along with the completed PSM Participation Form. A completed form must accompany the final project when submitted to receive a score.

Important note: Late project submissions will be accepted until 5 p.m. Thursday, April 21, 2016 and will receive a 20 percent penalty of the total possible points (44 points).

NO electronic (e-mail) versions of the final project will be accepted.

REQUIREMENTS

Students have a choice of formats for their message: video or social media content. Video public service messages cannot exceed 60 seconds. For the social media format, six entries (Twitter or Facebook) are required. All projects will be reviewed in stages. The draft outline and final project will both be evaluated and awarded up to 250 points combined.

The Draft Outline (two pages total)

Before moving forward on production of the video or social media entries, students must submit a draft project outline. The outline must include:

- 1. Identification of the theme or topic:** How does the piece address the theme of "Conservation: Rain or Shine." *This section should be no longer than a half page.*
- 2. The target audience:** Students need to answer the question of who they are trying to reach with their message. The broad target audience for all teams is Southern California residents, but within that group, who do you want to talk to? Elementary school children? High school peers? Adults living in a particular community? Please be as specific as you can in describing your target audience. Also include an explanation for why you chose this particular audience. You will be evaluated on how well your message is designed to reach your target audience. *Detail your choice of audience and reason for selection in a half page or less.*



Teams from 41 Southland high schools competed in 2015

3. Explanation of storyline or social media package: This section should include a list of key visuals (you may also include rough illustrations), narrative and graphic elements. This is the section that should explain the plot or flow of your message. How will your story be told? What happens in the beginning/middle/end? What is the call to action? For social media, how will your posts tell a message? How will you convey information in a visual way? *The storyline explanation should be no longer than one page.*

Photographic, Audio and Narrative Releases

All submissions for Solar Cup 2016 become the property of Metropolitan and participating sponsoring member agencies. Please note: It is your responsibility to retain a copy of your submission. Submissions may not be returned. Metropolitan and the participating sponsors will own the intellectual property rights in submission and among other rights, have the right to use any selected projects for any public relations use including, but not limited to, Metropolitan or its member and/or retail agencies' conservation outreach campaigns.