

# waterSmart

Presents  
the 6th annual



Take  
Home  
Cash  
Prizes

For Your  
Team  
and Your  
School!

Calling all high-school filmmakers, actors, artists, and environmentalists! The **waterSmart** program needs your help getting the word out about **water** - and how much it's really worth to all of us.

Work on your own or with a team from your school to create a 30-60 second video Public Service Announcement about the **value of water**.  
**Please note - this is not about bottled water!**

The top three entries will win **cash prizes** - half of the prize money will go to the winning student or team and half will go to their school - **\$500** for 1st place, **\$300** for 2nd place and **\$100** for 3rd place.

Special recognition will also be given to a "People's Choice" award winner - to be decided by online voters.

**Prizes will be awarded and finalists' videos will be shown during our awards ceremony in April.**

|                              |                         |
|------------------------------|-------------------------|
| <b>Deadline for Entries:</b> | <b>March 30, 2018</b>   |
| <b>Preliminary Judging:</b>  | <b>April 2-6, 2018</b>  |
| <b>Online voting:</b>        | <b>April 9-15, 2018</b> |
| <b>Awards Ceremony:</b>      | <b>April 19, 2018</b>   |

**For more information visit:**

[www.cobbcounty.org/watersmart](http://www.cobbcounty.org/watersmart) or email

[gwen.baldwin@cobbcounty.org](mailto:gwen.baldwin@cobbcounty.org)



## H<sub>2</sub>O in HD Authorization Form

EVERY participating student from your group must fill out this authorization form, regardless of age. The completed forms must be sent in with your video PSA.

Student's Name: \_\_\_\_\_ Age: \_\_\_\_\_

School: \_\_\_\_\_ Grade: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Parent's Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

### Release Statement:

For valuable consideration received, I hereby grant Cobb County Water System (CCWS) and its affiliates and assigns the irrevocable and unrestricted right to use and publish my child's video, photograph or written submissions for free water conservation educational tools and any other purpose and in any manner and medium; and to copyright them. I also grant permission to release said materials to the media; publish online; and to be used in conjunction with social media platforms. CCWS and CCWS AND CCMWA have the right to publish my child's grade, age and school. I hereby release CCWS AND CCMWA and its affiliates and assigns from all claims and liability relating to said material and the use of my name in connection with them when appropriate. I have read these rules of entry and understand that CCWS AND CCMWA cannot be held responsible for lost, stolen, or damaged videos. I certify that I am age 18 or older, and that I have the right to enter into a contract in my own name. This release shall be binding upon me and my heirs, legal representatives and assigns, and shall not be modified except by a written, signed agreement.

Parent Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Note: If 18, student can sign on his/her own behalf.

Work with a team of your schoolmates to create a 30-60 second video PSA showcasing the value of water! **Please note - this is not about bottled water!**

|                       |                  |
|-----------------------|------------------|
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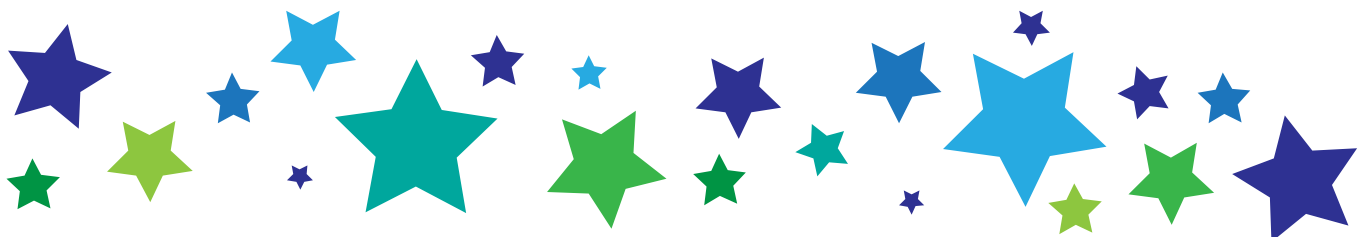
- All video PSAs must be an original creation about the value of water (not bottled water) by students enrolled in Cobb County, City of Marietta, or Paulding County high school and all students in a team must attend the same school.
- Use of copyrighted material is prohibited, and entries using music or video clips from outside sources will be disqualified.
- For each video PSA, all involved students must be listed on the entry form. They must also turn in a permission slip, regardless of age.
- All video PSAs must be 30-60 seconds and submitted as a high-quality .mov or .wmv file.
- Video PSAs with profanity, violence or other inappropriate content will be disqualified and reported to school officials.
- The video PSAs will be scored by Cobb County Water System, Cobb County-Marietta Water Authority, our panel of judges and online voters; the first-place video PSA will be awarded with \$250 for the school and \$250 for the individual/team.
- Entries must be received by Friday, March 30, 2018. Video PSAs may be sent via email to [gwen.baldwin@cobbcounty.org](mailto:gwen.baldwin@cobbcounty.org) or on a thumb drive to:

Cobb Water System  
Water Efficiency Program  
H2O in HD Video Contest  
660 South Cobb Dr.  
Marietta, GA 30060

- Entries with inaccurate facts and statistics will be disqualified. Additional Resources that contain accurate information can be found on the list in this packet or at <http://tinyurl.com/WaterEffResources>.
- To see last year's winning entries, visit the <https://tinyurl.com/YouTube-Tappy>  
Work individually or with a team of your schoolmates to create a 30-60 second video PSA showcasing the value of water!

|                       |                    |
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## Additional Resources

H2O in HD entries must include accurate facts and statistics or will be disqualified.

To aid students with their Public Service Announcement, the following list of websites may be utilized to provide accurate information:

- **Cobb County Water System**
  - [www.cobbcounty.org/indoorwaterefficiency](http://www.cobbcounty.org/indoorwaterefficiency)
  
- **waterSmart**
  - [www.cobbcounty.org/watersmart](http://www.cobbcounty.org/watersmart)
  - [www.youtube.com/user/waterSmartPrograms](http://www.youtube.com/user/waterSmartPrograms)
  
- **My Drop Counts**
  - [www.mydropcounts.org](http://www.mydropcounts.org)
  
- **EPA Water Site**
  - [water.epa.gov](http://water.epa.gov)
  
- **USGS Water In Georgia**
  - [ga.water.usgs.gov](http://ga.water.usgs.gov)
  
- **Water Science School**
  - [water.usgs.gov/edu/mwater.html](http://water.usgs.gov/edu/mwater.html)
  
- **The Alliance for Water Efficiency**
  - [www.allianceforwaterefficiency.org](http://www.allianceforwaterefficiency.org)
  
- **World Health Organization**
  - [www.who.int/topics/water/en](http://www.who.int/topics/water/en)
  
- **USEPA WaterSense Program**
  - [www.epa.gov/watersense](http://www.epa.gov/watersense)
  
- **American Water Works Association**
  - [www.drinktap.org](http://www.drinktap.org)
  
- **Unicef**
  - [www.unicef.org/wash](http://www.unicef.org/wash)

