



VIDEO CONTEST Imagine a Day Without Water

Houston Public Works invites the community to participate in a video contest for Imagine a Day Without Water. The contest helps raise awareness about the value of water and recognizes what life would be like without it. Water is essential. It's used for eating and drinking, keeping basic hygiene, and more. Hospitals would close, firefighters couldn't put fires out, and farmers couldn't water their crops. Imagine a Day Without Water urges for stronger investments to ensure water is available for the future.

CONTEST DESCRIPTION

Participants are invited to create a short video or TikTok showing how daily life would look like without water. The video can focus on how water is used and how people consume it.

PRIZES

- 1st Place - \$300
- 2nd Place - \$200
- 3rd Place – \$100

- ✓ The winners will be recognized by City Council
- ✓ The winning video will be shared on City of Houston and Houston Public Works social media pages
- ✓ The winning video will be shown at Citizens Environmental Council 2021 Wild About Houston Green Film Festival.

CONTEST RULES AND DETAILS

Eligibility

- The contest is open to Houston community.
- Videos must be submitted with the Media Consent and Release Form (18 years old and younger must have parent/guardian signature).
- Individuals or teams can submit one video. Prizes for teams will be divided among team members.

Deadline

Upload your video by 11:59 p.m. on Sunday, October 17, 2021.

Your Task

- Create a video no longer than 1-minute in length depicting how your life would be impacted by a day without water
- Videos can be light-hearted, funny, or serious—as long as the message conveys the importance of water

Video Requirements

- Length: 1 minute max.
- Equipment: Any equipment available to the entrant—including horizontal/landscape cell phone footage, cameras, and computers
- Acceptable file formats include: AVI, H264/H265, MOV, MP4, MPEG, WMV.
- Name your video file in the format: "FIRSTNAME_LASTNAME_IDWW21" (e.g. Wayne.Drop_IDWW20".mp4)

Video Submission

Complete the [Video Contest Registration Form](#). Email the following to WaterConservation@houstontx.gov:

- Imagine a Day Without Water Video
- Signed and dated Media Consent and Release Form found at the bottom of this document.

Videos too large to upload as attachments can be sent via [WeTransfer.com](https://www.wetransfer.com).

Rights and Copyrighted Materials

The video must not contain brand names or trademarks. It must not use content that someone else owns the copyright to (music tracks, snippets of copyrighted programs, or videos by other users) without obtaining authorization.

The video must not contain material that violates or infringes another's rights. This includes but is not limited to privacy, publicity, or intellectual property rights. It must not contain any material that constitutes copyright or license infringement.

Inappropriate and Unlawful Materials

The video must not contain material that is:

- Inappropriate, indecent, obscene, hateful, defamatory, slanderous, or libelous.
- Unlawful, in violation of/or contrary to the laws or regulations in the State of Texas.
- The video must not contain material that promotes:
 - Bigotry, racism, hatred, or harm against any group or individual.
 - Discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age.

Video Assistance

For helpful advice, refer to this "Basics of Video Shooting" tutorial courtesy of Arizona State University's Walter Cronkite School of Journalism and Mass Communication found [here](#).

Judging

Video challenge entries will be reviewed and judged by a panel selected by the Houston Public Works Department. This will be the "Imagine a Day Without Water 2021 Video Challenge" judging committee.

Judges will look for a quality depiction of the theme and message behind "Imagine a Day Without Water." Entries will also be judged on originality of work, creativity, aesthetics and entertainment value, and overall presentation.

Houston Public Works Department reserves the right to alter categories and may or may not award all categories as described.

If you have any issues submitting your video, please contact Gail.Kaufman@houstontx.gov or 832-395-3784.



HTV – Houston Television / City of Houston



MEDIA CONSENT AND RELEASE

Project: *Imagine a Day Without Water Video Contest*

I, the undersigned, hereby do irrevocably consent, grant permission, and authorize the City of Houston, Texas ("CitV"), and its agents, employees, contractors, and subcontractors, the right to take and use photographs or motion pictures of me and to produce, distribute, and use any videotapes, audiotapes, television programs, web casts, social media performances, and any other types of media productions, recordings, or publications that capture my name, voice, image, or likeness (collectively, "Materials").

I hereby do irrevocably consent, grant permission, and authorize the City to own and copyright the Materials, to use, record, reuse, copy, publish, display, exhibit, reproduce, license to third party, distribute, modify, adapt, edit, summarize, transform, perform, commercialize, market, or otherwise exploit throughout the universe in perpetuity the Materials in any form of media or material now known or hereafter devised, which may include but is not limited to, publications, catalogs, articles, magazines, brochures, websites, publications, broadcasts, commercials, documentaries, public service announcements, and any other display or performance, electronic or otherwise, without notifying me. I understand and agree that I will not receive any payment from the City for signing this Media Consent and Release or from any use of the Materials by the City or any third-party licensee. I understand, acknowledge, and agree that City may use my voice, image, or likeness, with or without my name, for any purpose, and I hereby waive my right to any compensation. I understand, acknowledge, and agree that I shall have no right (including without limitation, copyright), title, or interest in or to any of the Materials pursuant to this Media Consent and Release, and that I shall have no claim of any kind or nature whatsoever against City or its third-party licensees based on the exercise of any rights granted hereunder including ownership claims. Nothing herein will constitute any obligation on the part of City to make any use of any of the rights set forth herein.

I represent that I am at least 18 years of age, or if not, that I have secured the signature of my parent or legal guardian.

NAME (PRINTED) SIGNATURE PARENT/GUARDIAN, IF APPLICABLE DATE

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Primary Contact Mobile #: _____ Email: _____

Social Media Handles: _____

For Internal Use Only

_____ Identification of Video, Audio, Film, Photograph, or Event _____ Producer
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Questions, Comments, etc. call (832)393-1270 or HTV@HoustonTX.gov