

PSA VIDEO CONTEST



CONTEST INFORMATION

Miami-Dade County high school students are encouraged to submit a Public Service Announcement (PSA) that demonstrates the **“Value of Water”** and how essential it is to daily life or **“Think before you Flush”** regarding items that are a hazard to the sewer system.

GUIDELINES:

- The submission of the video must be sent via an automated form by **December 10, 2018**. The form is located at <http://www.miamidade.gov/water/psa.asp>. The video file (.wmv, .mp4, .mov) is to be uploaded into the form.
- The video could be created by either one student or a group of up to five students.
- The total run time of the video is to be 20 to 30 seconds.
- If music is included in the video, it must be royalty free.
- Do not use any plastic water bottles in the video. If a Miami-Dade Water and Sewer Department water bottle is needed, please contact waspio@miamidade.gov.
- Students who enter the “Think Before you Flush” theme and win in the top three will be considered to enter the [Florida Water Environment Association \(FWEA\) Unflushables Video Contest](#).

JUDGING CRITERIA:

- **Relevance to the Theme** – Does the video demonstrate the value of water or to think before you flush?
- **Story Telling Impact** – Does the video tell a story?
- **Originality** – How creative is the video?
- **Quality of Presentation** – Is the video presented in high quality?

WINNING VIDEOS:

The first-place video will be played at local theaters during the summer of 2019. The top three videos will be posted on the department’s website and social media channels. The videos may also be used in department advertising.

For more information or questions, please contact:

Public Affairs, Miami-Dade Water and Sewer Department
786-552-8088 or 786-552-8199
waspio@miamidade.gov