



# PSA VIDEO CONTEST

## CONTEST INFORMATION

Miami-Dade County high school students are encouraged to submit a 20 to 30 second Public Service Announcement that demonstrates the Value of Water and how essential it is to daily life.

### GUIDELINES:

- The video could be created by either one student or as a group project.
- If music is included in the video, make sure it is royalty free.
- The video file (.mp4 or .mov) should be sent to [wasdpio@miamidade.gov](mailto:wasdpio@miamidade.gov) by **December 8, 2017**. A YouTube link can be sent in addition to the video file.
- During the submission, make sure to include a media release form for all participating students found at [www.miamidade.gov/water/h20.asp](http://www.miamidade.gov/water/h20.asp).
- Feel free to contact [wasdpio@miamidade.gov](mailto:wasdpio@miamidade.gov) in case a water bottle is needed. We prefer a Miami-Dade water bottle to be used as the department does not promote plastic water bottles.

### JUDGING CRITERIA:

- **Relevance to the Theme** – Does the video demonstrate the value of water?
- **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 2018. 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  
[wasdpio@miamidade.gov](mailto:wasdpio@miamidade.gov)