



CONSERVATION:  
IT'S NOT ABOUT THE WEATHER;  
IT'S ABOUT FOREVER

## OUTREACH PROJECT GUIDELINES

### DUE DATES

**DRAFT OUTLINE** - THURSDAY, FEBRUARY 22, 2018

**FINAL PROJECT** - THURSDAY, APRIL 12, 2018

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA



# 2018 THEME

## CONSERVATION: IT'S NOT ABOUT THE WEATHER; IT'S ABOUT FOREVER



Water conservation in Southern California has become a way of life. It has to be because we live in a semi-arid desert with limited water resources. The region's climate, though enviable, is consistently dry overall and is prone to cycles of drought. Southern California recently experienced the highs and lows of our climate patterns. Record years of continuous drought conditions were followed last year by the wettest year ever in the Northern Sierra, a major source of water for Southern California. Maintaining a long-term water conservation ethic is essential to the region's future water supply reliability. It allows us to weather uncertainties.

In our future, there will be more impacts from a changing climate such as, more rain than snow and flashier storms. And capturing the runoff will require that we also take care of the environment, including protecting and restoring habitat and endangered fish. To help overcome and adapt to these challenges, Metropolitan will rely on increased conservation and efficient water use. In fact, by 2040, the region is expected to draw on water saved through conservation and investments in local supplies like water recycling to provide for one-third of water demands.

To encourage sustainable conservation, Metropolitan supports comprehensive rebate programs as well as education and public outreach efforts. In fact, Metropolitan estimates that efforts started in the 1990s to lower demand have saved more than a million acre-feet of water. That's a lot of water. Since 1990, Metropolitan has invested more than \$772 million in water conservation and is considered a national model for water use efficiencies. As a result of these investments, per capita water use in Southern California has dropped nearly 35 percent since 1990. We use less imported water today to serve the 19 million people in our service area than we used in 1990 to serve just 14 million people.

This year's theme for the outreach project is **Conservation: "It's not about the weather; it's about forever."** Your project will need to show and tell your target audience why water conservation needs to be a permanent, sustainable way of life. In a series of images or slides, you should illustrate why conservation is necessary, tips on how to save, and where to go for more resources. **Story length should be a minimum of one minute and a maximum of two minutes.**

## REQUIREMENTS

This year, we have moved away from past requirements to create a video or printed brochure for the public service message. Instead, we want to explore a format that will hopefully be more fun to produce. Teams are asked to develop a Snapchat Story, which is essentially a slideshow-like framework consisting of images, text, graphics, video and an optional soundtrack. Examples of this format will be provided at the Dec. 2 workshop and posted on the Solar Cup webpage at [mwdh2o.com/solarcup](http://mwdh2o.com/solarcup). Teams can decide the framework of the story, but they should:

- Address why conservation is important in Southern California (for example, California is a semi-arid desert and water supplies are limited; we need reliable water supplies for the future; climate change is affecting the reliability of our water; conservation is the right thing to do, etc.)
- Offer tips on how to conserve water (either indoor or outside or a combination)
- Communicate a call to action and include reference to the [bewaterwise.com](http://bewaterwise.com) website

**DRAFT: 30 POINTS**  
**FINAL: 220 POINTS**

# PROCESS

Metropolitan's education team will be providing optional images, geofilters, licensed music and examples on a thumb drive. Students are free to use the assets as a baseline—creativity is welcome and encouraged. If you have original music, use it! If you have better photography or ideas for different imagery, please substitute your own work. Drop in a video, sure! If you prefer to do animation, an illustration or even just text—go for it. We will provide the basics so that all teams have equal footing to get this project started. The final story can be submitted as jpgs that are placed as a story board, or can be submitted in a mp4 or mov file format.



## The Draft Outline (one page total)

Before moving forward with production, teams must submit a draft project outline that must:

1. Describe how your story addresses the theme of **“Conservation: It’s not about the weather; it’s about forever.”** In other words, tell us how you will be on point. This is critically important.
2. Identify your target audience. Are you creating this story to appeal to a specific audience? “Adults in Southern California” or “homeowners” are not specific enough for a target audience. Please let us know who you have chosen as your target audience and why do you feel they need to be educated. Your project will be evaluated on how well your message is designed to reach your stated target audience.
3. Describe how you plan to design your story. This depiction should include a list of key visuals (you can include rough illustrations, too), narrative and graphic elements. Explain the flow of your message. What happens in the beginning/middle/end? How will your message be conveyed? Will it be narrated? Have only text? Only images? Music? Sound effects? Give us some details so we can provide feedback as you move into production.

# DEADLINES

**Project Draft Outline: Thursday, Feb. 22, 2018 (no later than 5 p.m.)**

- A completed one-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. Thursday, March 1, 2018 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 March 1 deadline, they will not be permitted to complete the final project. The team will be given a score of zero for the project.
- Drafts should be submitted electronically. All projects should be uploaded to Hightail using this link: <https://spaces.hightail.com/uplink/MWDMedia>

**Final Project: Thursday, April 12, 2018 (no later than 5 p.m.)**

- The final project is due along with the completed 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 19, 2018 and will receive a 20 percent penalty of the total possible points (44 points).
- Final projects should be uploaded to Hightail using this link: <https://spaces.hightail.com/uplink/MWDMedia>

# QUESTIONS

Please direct all questions to Julie Miller Kalbacher at [jamiller@mwdh2o.com](mailto:jamiller@mwdh2o.com) or call 213.217.6738.

# JUDGING CRITERIA

## Message Clarity

The Snapchat Story relays a clear message that compels the target audience toward action or brings greater understanding of the issue.

## Target Audience and Message Effectiveness

The Snapchat Story has a clearly defined target audience and has a purposefully crafted message. The message is relatable and provokes a reaction from the target audience.

## Creativity/Originality

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

## Production Values, Visual Look of Snapchat Story Entries

Snapchat Story should emphasize messages with clear and effective text, narrative, images and/or graphics to bring an idea to life. If there is a soundtrack, it should be relevant and all audio/voice overs clear and easy to hear. Transitions should be smooth, scenes flow logically. If original video is embedded, production values should be high, meaning good camera angles, audio and lighting.

# PRODUCTION DETAILS

The following rules must be followed to avoid scoring deductions or receiving zero points.

- **No professional assistance is allowed. This is defined as any assistance received from anyone in the film, video, audio, public relations and/or graphic design industries. Any violation will disqualify the project with a score of zero in this Solar Cup 2018 point category.**
- 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. That means Disney-theme music is out. So is anything that is not original music. We mean it.
- A violation of copyright laws (including materials used without permission) will result in a score of zero for this project.
- A signed Outreach Guideline Participation Form (signed by the school principal) must be received with the final project submittal.

## NOTE ABOUT SUBMISSIONS

All submissions for Solar Cup 2018 become the property of Metropolitan and participating sponsoring member public agencies. Please be aware that it is your responsibility to retain a copy of your submission. Metropolitan and the participating sponsors will own the intellectual property rights to submission. And among other rights, they 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.



[mwdh2o.com/solarcup](http://mwdh2o.com/solarcup)