



VIDEO CONTEST

Imagine a Day Without Water

Public Works invites Houston residents to join us in participating in Imagine a Day Without Water Video Contest!

This contest is designed to engage all Houstonians in the nation-wide event “Imagine a Day Without Water,” hosted by the Value of Water Campaign. The purpose of Imagine a Day Without Water is to bring attention to the neglected water systems in America. It has become commonplace in the United States to take water and wastewater infrastructure and systems for granted, with little consideration for what life would be like without adequate water services.

CONTEST DESCRIPTION

Entrants should create a video not to exceed 1-minute, exploring or depicting various aspects of what daily life might look like/be affected by an entire day without any water. This can showcase a day without water in its relation to infrastructure, the environment, consumption, or conservation. The nature of the video can range from fun and light-hearted to more serious depictions of a day without water.

VIDEO CONTEST INSPIRATION

IMAGINE

Water is essential to everything we do and nearly impossible to imagine a day without water. One day with no water would mean nothing to drink, no shower or bath, no way to flush the toilet or do laundry. Hospitals would close, firefighters couldn't put fires out, and farmers couldn't water their crops. We need to make investments now to ensure that every day is a day with water.

INFRASTRUCTURE/AGE

In most places, when you turn on the tap clean water flows out and when you flush the toilet, dirty water goes away. The reality is much of America's water infrastructure is almost 100 years old. As water systems age, disruptions will become more common. A water main breaks every 2 minutes in America now; pipe breaks increased by 27% from 2012 to 2018 and are expected to increase by 600% in 20 years if we don't increase investment to repair and upgrade our systems. Already, there are about 1.6 million Americans that do not have running water or indoor plumbing.

NATURE

Water is crucial, not just for humans, but every kind of life – including plants and animals. By protecting our water resources and treating our wastewater properly, we can ensure:

- Safe habitat for plants and animals;
- Our rivers, lakes and streams are kept clean and beautiful; and
- Outdoor recreation is protected, like fishing, boating, and swimming.

PRIZES

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

- ✓ City Council recognition.
- ✓ Placed on City of Houston's media platforms, including TikTok.
- ✓ Video shown at Citizens Environmental Council 2021 Wild About Houston Green Film Festival.

CONTEST RULES AND DETAILS

Eligibility

- The contest is open to all Houston residents.
- 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 (see Video Contest Inspiration above).
- Videos can be light-hearted, funny, or serious—as long as the message conveys the importance of water!

Video Requirements

- Length: Not to exceed 1-minute.
- 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

Upload the following Video Challenge requirements to WaterConservation@houstontx.gov:

1. 1-minute or less Imagine a Day Without Water Video.
2. Completed Video Contest Registration Form located [here](#).
3. Signed and dated Media Consent and Release Form found [here](#).

Videos too large to upload as attachments can be sent via a link from [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 Length, Equipment and Assistance

The video must not exceed a maximum length of 1-minute and must comply with all the rules and requirements of the Video Challenge. Entrants may use video filming and editing equipment available. Entrants should not seek or utilize the assistance of professional or trained video producers.

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 email Gail.Kaufman@houstontx.gov or 832-395-3784.