



“It’s All in a Drop” Video Contest Call for Entries

City of Dallas Water Utilities
Wants **YOU** to Enter the 2008
“It’s All in a Drop” Video Contest!

All 7th grade students attending the following schools are eligible to enter: Atwell Middle School, Billy Earl Dade Middle Learning Center, Thomas A. Edison Middle Learning Center and Harold Wendell Lang Sr. Middle School

Dallas has a dilemma – if we don’t save enough water today, we will not have enough by the year 2050!!

The power to *Save Dallas Water* is now in your hands – and your video camera.

We want to know how Water-Wise you are! Do you make sure to wash only full loads of dirty laundry? Keep an eye out for leaky faucets? Get in front of the camera and tell us about any and all tips you may have to *Save Dallas Water*.

What do you think your friends, neighbors and fellow Dallas citizens should know about conserving water? In two minutes or less, show us how you do your part to *Save Dallas Water* and prove that it really is “All in a Drop.”

One winner will receive a new Apple iTouch and the opportunity to be on television with WFAA Channel 8 Chief Meteorologist Pete Delkus to give the “Water-Wise Tip of the Day.” Three runners-up will each receive a brand-spanking-new iPod shuffle.

Get creative! Show us your Water-Wise tips in song, newscast, commercial or whatever you feel best expresses your Water-Wise point of view. There are no limits to how creative you can be. The most important requirements are that you have fun and learn along the way!



DEADLINE TO SUBMIT VIDEOS: Friday, May 16, 2008 2008

VOTING DEADLINE: Friday, May 23, 2008

WINNERS WILL BE ANNOUNCED: Friday, May 30, 2008

"It's All in a Drop" Video Contest Guidelines and Instructions

1. Videos must be two minutes or less.
2. All content must be original.
3. Profanity, violence and offensive conduct are all prohibited and will result in disqualification.
4. Your video cannot have been previously published, broadcast or otherwise publicly distributed.
5. All YouTube "Terms of Use" must be followed in order to enter the contest. These may be found at <http://youtube.com/t/terms>.
6. There will be one (1) winner and (3) three runners-up selected. Note, only one prize will be given per selected video.
 - a. The one (1) winner will receive an Apple iTouch and the opportunity to be on television with WFAA Channel 8 Chief Meteorologist Pete Delkus!
 - b. The three (3) runners-up will each receive an Apple iPod shuffle.
7. Videos MUST be submitted to DWU or YouTube by **Friday, May 16, 2008**
8. The deadline to vote is **Friday, May 23, 2008**
9. Contest winners will be announced **Friday, May 30, 2008**.

How to submit your video

1. No video camera? No problem! Contest officials will be visiting the four participating schools to film videos for the contest.
2. Need help uploading your video on YouTube? Contest Officials may be contacted to help you upload your video by calling 214.224.8438
3. Complete upload instructions and tips are provided in your contest packet or visit the site at www.youtube.com/group/savedallaswater
4. If you do not have a YouTube account, you will need to create one. The process is easy and only takes a few minutes. Log in to YouTube at www.youtube.com.
5. If you already have a YouTube account, go to the Dallas Water Utilities YouTube forum at: www.youtube.com/group/savedallaswater.
6. Under "Comments and Responses" click on "Post a video response."
7. You can post the video you would like to submit for the contest to YouTube by going to "Upload a Video."
8. If you have uploaded the video already, select it by going to "Choose a Video."

How to vote

1. Visit Dallas Water Utilities' YouTube forum at: www.youtube.com/group/savedallaswater.
2. After viewing the video, make sure to rate it using the YouTube rating system. Every vote and view counts!
3. The winning video will be determined by the most views and ratings along with input from Dallas Water Utilities' team of experts.
4. There is no limit to how many times you can view or vote, so spread the word!

Don't forget to visit Dew on MySpace (www.myspace.com/SaveDallasWater) and Facebook (www.facebook.com) for water conservation tips and to get inspired for your Water-Wise film debut!