



City of Riverside – Public Works Department

Take Back the Wall Graffiti Removal Program

5950 Acorn Street | Riverside | CA 92504

2011 Anti-Graffiti Video PSA Contest

Contest Rules

This video contest is designed to increase teen graffiti awareness using the overall theme “Take Back the Wall.” Students are encouraged to develop a key message or slogan, use humor, and get creative while emphasizing ways to prevent and eliminate graffiti.

By entering this contest, entrants agree to abide by the following rules:

General Rules:

1. The City of Riverside Anti-Graffiti Public Service Announcement (PSA) Video Contest will be open High School Students Grades 9-12.
2. The winning video and writers will be featured in a public service announcement to promote the anti-graffiti message and Graffiti Rewards Program.
3. Contestants may enter only one video. Each submission must include an entry form and video script. City is not responsible for lost, late, misdirected, damaged, misappropriated, postage due or stolen entries.
4. Students may participate as a group not to exceed 5 students total. All students participating in the production must meet eligibility requirements.

Production Rules:

1. Create a video promoting an anti-graffiti message and graffiti rewards program as the main focus of your video.
2. Your video submission must also include the tagline, “Take Back the Wall.”
3. You must maintain personal health and safety for your cast, crew, and others working on the video. Do not endanger anyone or violate any laws or regulations in the making of your video.
4. Participants must be high school student’s grades 9-12 who attend Riverside Unified School District and Alvord School District, private and charter schools located within the City of Riverside. Employees of the City, their families, subsidiaries and affiliates are not eligible.
5. All footage, including music, must be originally created material or you must obtain proper, legal permission to use someone else’s copyrighted material.
6. All footage is prohibited from containing images of actual graffiti. If images of graffiti are included, the images shall be distorted in a way to prevent the graffiti moniker from being recognized.
7. The running time for each entry must be 60 seconds.
8. Entrants grant the City the right to use their names, photographs, and video submissions for advertising, publicity and promotion purposes, and to spread the anti graffiti message.

Submission Rules:

1. Your entry must be clearly and legibly labeled with the title of the production, name(s) of filmmaker(s), and your school's name.
2. Each entry must be accompanied by an entry form and be submitted on a DVD. Preferred formats: .wmv or DVD video with a minimum 640 x 480 aspect ratio.
3. All participants, including producers, actors, musicians, and anyone else whose image or sound is on your submission, must be listed on the signed entry form that is sent along with the video.
4. Everyone under 18 years of age who appears on screen must have a parent's or guardian's signature. These forms must be completed for you to receive your prize should you be one of the contest winners.
5. Complete the information about your school and teacher on the entry form, so if you win, we can give kudos to your teacher when they assign, encourage, or enable participation in the contest. We do not need this information if you are producing a video on your own.
6. Submit the original; make sure you keep a copy of the original version of your submission.
7. Entries will not be accepted if they are late, damaged, or can't be viewed because of technical error.
8. The City of Riverside is not responsible for entries that are delayed, lost, misdirected, incomplete, damaged, or destroyed.
9. No entries will be returned.
10. All entries become the property of the City of Riverside.
11. **All entries must be postmarked or hand delivered no later than 5:00 p.m. on Friday, April 1, 2011.** Emailed entries will not be accepted.

Judging Criteria

1. A panel of city staff will select the winners for each category. Videos will be judged based on script, required content, overall message and originality. Script will be free of profanity and promote a positive, anti-graffiti message. Additional points will be awarded for scripts containing these phrases:
 - Take Back the Wall
 - Respect
 - Eradicate, Eliminate and Enforce
2. Entries will be disqualified if they contain vulgar or inappropriate material.
3. The decision of the judges will be final.

Notification of winners

1. Winners will be determined May 2011 and will be posted on our Web site as well as being notified by email, mail and/or phone.
2. Winners must sign and return an affidavit within 14 days of notification. False/inaccurate information will result in immediate disqualification and an alternate winner will be selected. Winners must have their affidavits countersigned by a legal parent or guardian. The affidavits will be subject to verification by the City.
3. Prizes

- One (1) Grand Prize Winner will receive the Excellence in Videography Award; video will air on local cable access television channel.
- The winning videos and winners name of the top three videos will be placed on the official Public Works Department Graffiti Website.

How to enter

1. Complete application packet (or photocopy). Each entry must have an original signature and be the contestant's original work.
2. Include a typed video script.

Mail entries or hand deliver to:

City of Riverside Public Works Department
Attn: Graffiti Education Coordinator
3900 Main Street
Riverside, CA 92522

For more information, contact:

City of Riverside Public Works Graffiti Reward Program
951-826-5311