TAKE BACK THE

WALL

7TH & 8TH GRADE STUDENTS

2014 ANTI-GRAFFITI POSTER CONTEST TOOLKIT

WIN $500!

City of Riverside Public Works Department Graffiti Program

For more information: 826-5311 or RiversideCa.gov/publicworks/graffiti

CITY OF RIVERSIDE

City of Arts & Innovation

PUBLIC WORKS DEPARTMENT

The City of Riverside wants to see you "Take Back the Wall"
The City of Riverside Public Works Department wants to see why graffiti prevention is important to teens. Students (grades 7-8) who attend school within the City of Riverside are invited to create a poster that aligns with the contest theme.

Challenge
Create a colorful poster that will inform and motivate teens to improve the appearance of their neighborhoods by preventing and removing graffiti. The poster should align with the contest theme, "Off the Wall."

Poster Submission Guidelines

1. Students may not work in pairs or groups. Students must work individually and may enter only one poster.
2. Posters must incorporate creative and original artwork and ideas. Depictions of cartoons, video games, and movie/television characters; celebrities; and movie themes does not constitute creativity and originality.
3. Computer clip art, pictures from magazines and other print media, or any other copyrighted brand or product images will not be accepted.
4. The poster must not contain any images of actual graffiti. If images of graffiti are included, the images shall be distorted in a way to prevent the graffiti moniker or tag from being recognized or readable.
5. The poster must not contain any material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous, or libelous.
6. The poster must not contain material that promotes bigotry, racism, hatred, or harm against any group or individual or promote discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age.
7. The poster must not contain material that is unlawful, in violation or contrary to the laws or regulations of the City of Riverside or State of California.
8. Any media may be used to create a flat or two-dimensional effect (paint, crayon, colored pencil, charcoal, stickers, photos, paper or other materials).
9. Posters must be on 11" wide x 17" high white construction paper in PORTRAIT layout only.
10. Posters should not be laminated or mounted on mat board. Also, do not staple, glue, or tape entry forms to the back of the poster.
11. The poster must include the message, "Off the Wall."

Selection Process
A judging panel of graffiti and marketing specialists will select the top three winning posters. Posters will be judged based on poster design, originality, quality of artwork, and suitability of poster for printing. Keep in mind that the poster is intended to be printed on t-shirts, so messages should be clear and concise with vivid imagery. Poster will be free of profanity and promote a positive, anti-graffiti message.

Winning Entries
The winning posters will be posted to the City of Riverside graffiti website at www.riversideca.gov/publicworks/graffiti as well as printed on the back of graffiti volunteer t-shirts. A monetary award of $500, $250, or $125 will be given to the top three winners.

2014 Anti-Graffiti Poster Contest Timeline

October 2013
1: 2014 Anti-Graffiti Poster contest begins and poster submissions open.

December 2013
31: Poster submissions close at 4:00 p.m.

March 2014
29: Winners are notified if they have made it into the top three poster entries.

May 2014
The winner's placement among the top three posters are announced at a City Council Meeting and the winning posters are placed on www.riversideca.gov/publicworks/graffiti.

Graffiti Vandalism Facts

What is graffiti?
Graffiti is the most common type of vandalism according to the Bureau of Justice Statistics. Graffiti, also referred to as "tagging", is the unauthorized writing or drawing on a public or private surface. Graffiti may consist of inscriptions, slogans or drawings that are created by paint, scratches, stickers, scribbles or etching.

What does a vandal look like?
Most studies show the majority of taggers are males between 12 and 21 years old. Approximately 15 percent of graffiti vandals are young females.

Why do people "tag" walls?
There are several reasons people vandalize property: rebellion against authority, peer pressure from friends, false belief that graffiti is art, fame and notoriety, and marking of territory.

What happens to a graffiti tagger who gets caught?
Enforcement of graffiti laws may include any or all of the following:

- Fines and restitution for graffiti markings.
- Arrest and imprisonment.
- Community service to clean graffiti damage.
- If the cost of graffiti cleanup is more than $400, the vandal is automatically charged with a felony.
- Parents or guardians may be fined or ordered to restore property to its original condition or provide restitution. California Civil Code 1714.1 holds parents liable for up to $25,000 in damages for each graffiti incident.

How does graffiti affect you?
Graffiti sends the signal that nobody cares, attracting other forms of crime to the neighborhood reducing property values.

Graffiti drains tax dollars. Funds that could be used for schools, roads, parks, and other community improvements are instead used for graffiti clean-up.

How do you remove graffiti?
There are several ways to remove graffiti. The best method for removal is determined by the amount of graffiti, its location, and the vandalized surface. The low-cost method is a paint-out, which is simply to paint over the graffiti.

If you see graffiti in the City of Riverside, call the City Call Center at 826-5311. Graffiti removal will occur within 24 hours, with an average removal time of 12 hours. The 311 mobile application allows residents to take a photo of the vandalism with their cell phone and report it directly to the call center for removal. Reporting graffiti creates a cleaner, safer community.

Graffiti Rewards Program
Riverside residents who report information that leads to the arrest of a graffiti vandal are eligible to receive a $1,000 reward. To report graffiti in progress, call 9-1-1.

How can YOU prevent graffiti?
Educate your peers about graffiti vandalism and empower them to take action.

Report and remove graffiti promptly. Studies show that graffiti removal within 24 to 48 hours results in a nearly zero rate of reoccurrence.

Consider organizing a paint-out or a green wall project to cover a wall plagued with graffiti; adopt a wall in your school or community and make sure it stays clean and free of graffiti; and report graffiti to the appropriate authorities.

Volunteer Opportunities
Anyone can get involved in the graffiti program! Twice a month the City of Riverside provides an opportunity for community members to eradicate graffiti and beautify their neighborhoods.

Individuals or groups can volunteer for a community paint out event in their neighborhood by calling 311 or 951-826-5311.

ADDITIONAL RESOURCES

Riverside Graffiti Program http://www.riversideca.gov/publicworks/graffiti

Graffiti Hurts http://www.graffitihurts.org/

2014 Anti-Graffiti Poster Contest
Entry Packet Cover Sheet (required)

Eligibility:

- ☐ 7-8th grade student attending school in the City of Riverside.

Poster Contest Entry Packets:

- ☐ Packet includes **completed and signed:**
  - ☐ Entry and Waiver Form
  - ☐ Labeled Poster
- ☐ **Parent <u>and</u> student signatures required at bottom of EACH page!**

Poster Checklist:

- ☐ Back of poster is labeled with full student name, home address, phone number, and school.

Poster Entries must be hand delivered or mailed to:

City of Riverside Graffiti Program
2014 Anti-Graffiti Poster Contest Entry
Attn: Graffiti Program Coordinator
3900 Main Street, 4th Floor City Hall
Riverside, CA 92522

Entries must be received or postmarked by 4:00 pm on December 31, 2013.

Student Name: _____ **Student Signature:** _____ Date: _____	Parent Name: _____ **Parent Signature:** _____ Date: _____

For Office Use Only:				
Reviewer:		**Date:**		
Deficiencies:	Eligibility	Paperwork	Poster	None
Raw Score:	**/100**	**Proceed to Polls?**	Yes	No

2014 Anti-Graffiti Poster Contest
Poster Contest Entry Form (required)
Print clearly

Student Information:

Full Name: _____
Address: _____
Phone Number: _____
Email: _____

Parent Full Name: _____
Parent Phone Number: _____
Parent Email: _____
School Name: _____
Teacher Name:_____
Grade (circle one)**:** 7th 8th

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2014 Anti-Graffiti Poster Contest Waiver

I agree that my entry gives permission to use my name, likeness, and entry for advertising, promotion, and/or other purposes without further notice or compensation to me, except where prohibited by law. The City of Riverside reserves all rights—including the right to edit, publish, use, modify, or dispose of any entry, online, in print, film, television, or in any other media for advertising, promotional, and/or other purposes—without compensation or notification to me, except as prohibited by law.

I agree to release, indemnify, and hold harmless The City of Riverside, affiliates, and all others associated with the development and promotion of the contest, and the employees and affiliates of the parties mentioned above, from any and all damages, claims, causes of action and costs, resulting from or in connection with my participation in the contest or acceptance or use of any award; the use of the materials in any manner by the City of Riverside; and my negligent acts or omissions or willful misconduct in connection with the City of Riverside Take Back the Wall Poster Contest. I understand that I will not be allowed to participate in the contest without completing and signing this release and submitting it with any other necessary and required information and/or forms. I agree to return any award that may be awarded to me to the City of Riverside if any statement I have made in this release is untrue or false.

I UNDERSTAND THAT THIS IS AN IMPORTANT LEGAL DOCUMENT. I HAVE READ ALL THE RULES AND REGULATIONS, AND I UNDERSTAND ITS CONTENTS.

Student Name: _____ **Student Signature:** _____ Date: _____	Parent Name: _____ **Parent Signature:** _____ Date: _____