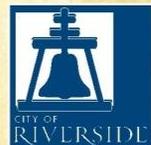




# VIDEO CONTEST TOOLKIT

**WIN  
\$1000!**

**City of Riverside Public Works Department Graffiti Program**  
For more information: 826-5311 or [RiversideCa.gov/graffiti](http://RiversideCa.gov/graffiti)



*City of Arts & Innovation*

## 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. High School students (grades 9-12) who attend school within the City of Riverside are invited to create a 60-second public service announcement (PSA) about the difference between graffiti and art being permission. Students may enter as individuals or a group of up to five students.

### Challenge

Create a :60 second PSA that will inform and motivate teens to express themselves creatively through legal art. The video should align with the contest theme, "Art, express yourself legally." The video should contain 3-5 facts from this tool kit about graffiti prevention, removal, enforcement or alternatives to graffiti vandalism.

### Video Submission Guidelines

1. Videos must be submitted in one of the following formats: .AVI, .MOV, .MP4, .MPEGPS, or .WMV.
2. The video cannot have been submitted previously in a promotion or contest of any kind or exhibited or displayed publicly through any means previously.
3. All footage, including music, must be originally created material or you must obtain proper, legal permission to use someone else's copyrighted material. Music used under the free creative commons license is permitted as long as a copy of the license is provided with the application. Even music legally purchased must have written permission to rebroadcast. Complete and include the soundtrack and music information form.
4. The video must not contain any brand names or trademarks.
5. The video 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.
6. The video must not contain any material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous, or libelous.
7. The video must not contain material that promotes bigotry, racism, hatred, or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age.
8. The video 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.
9. The video must include the message, "Art, express yourself legally."

### Selection Process

A judging panel of graffiti and marketing specialists will select the top three scoring videos as the winning entries.

### Winning Entries

The winning PSAs will be posted to the City of Riverside graffiti website at [www.riversideca.gov/graffiti](http://www.riversideca.gov/graffiti) as well as shown on local government access channels. A monetary award of \$1,000, \$500 or \$250 will be given to the top three winners.

## **Take Back the Wall PSA Contest Timeline**

### November 2012

1: *Take Back the Wall* PSA contest begins and video submissions open.

### January 2013

31: Video submission closes at 5:00 p.m.

### March 2013

Video judging period.

Winners and schools notified.

### May 2013

The winner's placement among the top three videos is announced at a City Council Meeting and the winning videos are posted to [www.riversideca.gov/graffiti](http://www.riversideca.gov/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 paint, scratches, stickers, scribbles or etching.

### **What do most vandals 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 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 and street delinquency 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 paintbrush mural 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/graffiti>

**Graffiti Hurts** <http://www.graffitihurts.org/>

## Take Back the Wall Video Contest

Entry Packet Cover Sheet (required)

### Eligibility:

- 9-12th grade student attending a City of Riverside High School.

### Video Contest Entry Packets:

- Packet includes **completed and signed:**
  - Entry and Waiver Form
  - IRS W-9
  - Video Release Form
  - Copyright Releases
  - Three copies of labeled video
  - Typed or printed video script
- Parent and student signatures required at bottom of EACH page!**

### Video Checklist:

- Videos are saved in the correct format on a DVD disc or removable storage device.
- Three copies of your video are included with this entry form. Each copy is clearly marked with your name, school and video title.
- Audio and video plays on all three copies correctly.
- Full text script of video is required for entry.

**Video Entries must be hand delivered or mailed to:**

City of Riverside Graffiti Program  
 Take Back the Wall Video Entry  
 Attn: Graffiti Program Coordinator  
 3900 Main Street, 4<sup>th</sup> Floor City Hall  
 Riverside, CA 92522

**Entries must be received or postmarked by 5:00 pm on January 31, 2013.**

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

<b>For Office Use Only:</b>				
<b>Reviewer:</b>				<b>Date:</b>
<b>Deficiencies:</b>	Eligibility	Paperwork	Video	None
<b>Raw Score:</b>	<b>/100</b>	<b>Proceed to Polls?</b>	Yes	No

**Video Contest Entry Form** (Print legibly or type)  
*One entry form for each student*

**Student Information:**

**Full Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Phone Number:** \_\_\_\_\_  
**Email:** \_\_\_\_\_

**Parent Full Name:** \_\_\_\_\_  
**Parent Phone Number:** \_\_\_\_\_  
**Parent Email:** \_\_\_\_\_

**School Name:** \_\_\_\_\_  
**Grade:** 9<sup>th</sup> 10<sup>th</sup> 11<sup>th</sup> 12<sup>th</sup>

**Number of Students in Group:** 1 2 3 4 5  
**Names of Group Members:** \_\_\_\_\_

**Video Title:** \_\_\_\_\_

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 Take Back the Wall Video Entry  
 Attn: Graffiti Program Coordinator  
 3900 Main Street, 4<sup>th</sup> Floor City Hall  
 Riverside, CA 92522

**Entries must be received or postmarked by 5:00 pm on January 31, 2013.**

**Video Contest Waiver**

I agree that my entry gives the City of Riverside 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 PSA 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. All participants have knowingly agreed to appear in my entry and they have completed and signed any required Video Participation Release 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: _____	Parent Name: _____
Student Signature: _____	Parent Signature: _____
Date: _____	Date: _____



<p><b>Form W-9</b> (Rev. December 2011) Department of the Treasury Internal Revenue Service</p>	<p><b>Request for Taxpayer Identification Number and Certification</b></p>	<p>Give Form to the requester. Do not send to the IRS.</p>	
Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return)		
	Business name/disregarded entity name, if different from above		
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____  <input type="checkbox"/> Other (see instructions) ▶ _____		
	Address (number, street, and apt. or suite no.)  City, state, and ZIP code  List account number(s) here (optional)		<input type="checkbox"/> Exempt payee  Requester's name and address (optional)

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

<b>Social security number</b>					
<table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%; border: 1px solid black; height: 20px;"></td> </tr> </table>					
<b>Employer identification number</b>					
<table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%; border: 1px solid black; height: 20px;"></td> </tr> </table>					

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. citizen or other U.S. person (defined below).

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.

<b>Sign Here</b>	Signature of U.S. person ▶
	Date ▶

**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Purpose of Form**

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

**Note.** If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

**Definition of a U.S. person.** For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

**Special rules for partnerships.** Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

**Video Participation Release Form**

*A separate copy of this form is to be completed by each video participant.*

I hereby acknowledge my participation in the submitted video for entry in the Take Back the Wall PSA Video Contest.

I hereby consent to the photographing of myself and the recording of my voice and the use of these photographs and/or recordings singularly or in conjunction with other photographs and/or recordings for advertising, publicity, commercial or other business purposes. I understand that the term "photograph" as used herein encompasses both still photographs and motion picture footage.

I further consent to the reproduction and/or authorization by the City of Riverside to reproduce and use said photographs and recordings of my voice, for use in all domestic and foreign markets. Further, I understand that others, with or without the consent of the City of Riverside may use and/or reproduce such photographs and recordings.

I hereby release the City of Riverside and any of its associated or affiliated companies, their directors, officers, agents, employees and customers, and appointed advertising agencies, their directors, officers, agents and employees from all claims of every kind on account of such use.

If participant is under 18: I, \_\_\_\_\_, am the parent/legal guardian of the individual named below, I have read this release and approve of its terms.

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



## Music Copyright-Creative Commons Music Licenses

There are four different types of Creative Commons clauses, the music for your PSA video can fall under any of the below clauses. The clause type will determine the permission level you need to obtain for your video.

### 1. CC-ND (Creative Commons non-derivative)

When this "ND" clause is used, you **cannot** use it on your video, because syncing audio and video is prohibited. This clause is the most restrictive of all, and it happens to govern a lot of the CC albums.

### 2. CC-NC (Creative Commons non-commercial)

Be very careful about this clause. Even if you are not charging money for your video, if you upload that video on a site that has advertisement in it (even if that's your own site that happens to have some ads, or YouTube, or Vimeo), then that's commercial use and it's prohibited.

### 3. CC-SA (Creative Commons share-alike)

This clause allows usage of the composition as long as your video is licensed under the same license.

### 4. CC-BY (Creative Commons attribution)

Lastly, there is the "Attribution" clause. This is the most liberal for all the CC licenses, as it only asks to give credit to the artist, in the credit roll of your video. That's it; there are no other restrictions, apart from using the work for unethical purposes.

When you pick music that includes the CC "BY" clause in it, you need to give attribution to the musician. This is how you do this properly, in your credit roll (in the web page that has the video, you can just mention that your video and/or the music is licensed under a particular CC clause without any additional info, but in the credit roll you need to give full credit):

**Artist:** [Name of the artist]

**Track Name:** [Name of the music track used]

**Album Name:** [Name of the music album track appears in]

**URL:** [URL where others can download the music]

**This music track is licensed under the Creative Commons Attribution 3.0 license:**

<http://creativecommons.org/licenses/by/3.0/>

[you always include the URL of the license. Use the name and URL of the actual CC license the music is licensed under, in this example I just used the CC-BY]

[If your video is governed by the same license as the music track, just use this instead:]

**Music and video are licensed separately under the Creative Commons "BY" 3.0 license**

[http://creativecommons.org/licenses/by/3.0](http://creativecommons.org/licenses/by/3.0/)

[...otherwise, just name the video license and include a URL for it, separately to the music's]

**Video Copyright 2013** [your name here]

[you don't say just "copyright", because this can cause problems with the music copyright legally-speaking]

Student Name: \_\_\_\_\_

Parent Name: \_\_\_\_\_

Student Signature: \_\_\_\_\_

Parent Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

### Take Back the Wall Video Script

Full Name: \_\_\_\_\_

Time: \_\_\_\_\_

Video Title: \_\_\_\_\_

Characters	Written Script	Visuals/Actions/Movements
<i>Example:</i> Joe	"Dude, stickers are graffiti too, you could get arrested for these slap tags!"	Takes stack of stickers from friend who is about to place slap tag on a light pole.

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