

Recycled Water Video Contest For San Diego County High School Students!

CREATE A PUBLIC SERVICE ANNOUNCEMENT!

Recycled water plays a vital role in helping solve California's long-term water supply issue. The WaterReuse Association, a non-profit organization whose mission is to advance the beneficial and efficient use of water resources, is seeking Internet Public Service Announcements (PSAs) from High School students to help promote and educate the public about the role and advantages of recycled water.

WHO MAY ENTER

San Diego County high school students in grades 9 – 12 are eligible. Entries can be from a team or individual. Limit on entry per person or team. Winners will be invited to an awards ceremony during the WaterReuse California Annual Conference in San Diego on Tuesday, March 9, 2010.

ENTRY GUIDELINES

- Videos must be between 30 second and 60 seconds.
- The video must close with 5 seconds of production information: team member name(s) and high school.
- We encourage funny and creative content but keep it clean. No professional assistance or use of copyrighted material is allowed. Submissions that do not meet contest rules will be rejected.
- **All entries must be uploaded by midnight Monday February 1, 2010.**

JUDGING CRITERIA

A panel of water professionals will judge the entries based upon: effective communication of recycled water advantages, particularly indirect potable reuse (see next page); creativity; accuracy of information; and technical criteria (length, visuals, audio quality, editing). **(See "Primer on Water Reuse" below)**

FOR MORE INFORMATION

The contest is sponsored by the San Diego Chapter of the WaterReuse Association. For questions about the contest email Mark Forster at mforster@dudek.com.

HOW TO ENTER YOUR VIDEO

Post Video

1. Name your file using the video title (e.g. "entervideotitle.mpg")
2. Access an FTP browser; in Windows right click "Start" button & then select "Open"
3. When FTP browser is open, enter <ftp://ftp.dudekfiles.com> in the Address box
4. Click "OK" to remove an FTP folder error message box - it's OK, you're still in the FTP browser
5. Select "File" and "Login As" and enter the following
User Name: anonymous@dudekfiles.com
Password: [enter any password you like]
6. Click on "Incoming" folder and upload your video!
7. **NOTE:** Your video entry will be sent to the contest administrator's folder; your video will not be visible in your folder again nor will other contestants be able to view your video.

Send Entry Email

8. After posting your video, **send an email** to mforster@dudek.com with the following entry information: video title; high school name; contact name and phone number.
9. **If an individual entrant or a team member is under 18, a signed consent letter from parent, guardian or teacher is required for that person at the time of submission. The consent letter should be attached as a PDF to the entry email.**

Cash Awards

1st - \$500

2nd - \$250

3rd - \$100

Entry deadline:

February 1, 2010

A PRIMER ON WATER REUSE

The following information can help you develop the creative theme and message of your PSA.

WEB SITE RESEARCH RESOURCES

www.watereuse.org

www.sandiego.gov/water

www.gwrsystem.com

Why should we reuse water? Water reuse offers climate-independent water that is dependable, locally- controlled and generally beneficial to the environment. Water reuse allows communities to be less dependent on imported water. Additionally, water reuse may reduce the nutrient loads from wastewater discharges into waterways, thereby reducing and preventing pollution. This “new” water source may also be used to replenish overdrawn water sources and rejuvenate or reestablish those previously destroyed.

What is the difference between recycled water and reclaimed water? These terms are used interchangeably and word usage depends on the region. Recycled or reclaimed water is water this is used more than one time before it passes back into the natural water cycle. Thus, water recycling is the reuse of treated wastewater for beneficial purposes such as agricultural and landscape irrigation, industrial processes, toilet flushing or replenishing a groundwater basin. Reclaimed water is highly engineered for safety and reliability so that the quality of reclaimed water is more predictable than many existing surface and groundwater sources. Reclaimed water is considered safe when appropriately used.

What is Indirect Potable Reuse? IPR is an advanced form of water recycling in which non-potable water – water that is not treated for drinking standards -- is treated further to advanced levels. The water is then suitable to add to groundwater or reservoirs (lakes). This water is blended with groundwater or imported water and then is treated again to potable water standards. **[NOTE:** This process sometimes is referred to inaccurately in the media by the phrase “toilet-to-tap”. Contest videos should use Indirect Potable Reuse as the correct phrase.]

How can recycled/reclaimed water benefit us? Recycled water can be used in numerous applications to satisfy most water demands, depending on the level of treatment. The water is treated to meet regulatory guidelines for the intended end use. Typical uses include:

- Surface irrigation of orchards and vineyards
- Groundwater recharge
- Wetlands, wildlife habitat, stream augmentation
- Landscape and golf course irrigation
- Cooling towers
- Toilet flushing
- Vehicle washing
- Food crop irrigation
- Indirect Potable Reuse (see above)

How is water recycled/reclaimed? Water utilities use a variety of reliable treatment processes to recycle/reclaim water. Utilities generally describe the various stages of treatment rather than the technologies utilized when referring to water quality, as there are multiple treatment techniques for achieving essentially the same result.

Is recycled/reclaimed safe? Reclaimed water is highly treated for safety and reliability. Reclaimed water quality is more predictable than many existing surface and groundwater sources. Reclaimed water is considered safe when used in the appropriate manner and state mandated rules and regulations are adhered to.