

A decorative border resembling a film strip with white sprocket holes on a dark background, framing the central text.

Turlock Irrigation District  
High School Video Contest

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At Utility Energy Forum



# Concept

- Discussion with Local High School Energy Conservation Manager
  - Engage Schools
  - Engage Students
  - Reach out to the Public
- Take Action! Video Contest

# Objective

- Take Action! Contest
  - Get high school students involved
  - Learn how it can reduce cost
  - Have fun at the same time
- Criteria
  - (3) topics to choose from
    - CFL's
    - Shade Trees
    - Recycling Refrigerators

# Participation

- Reached out to 21 High Schools
  - Submit up to (3) videos per school
- Each Site Coordinator received \$50
- Received 7 videos
  - 4 High Schools participated
- Challenge – Getting teacher or staff to add this project to their curriculum

# Awards

## High School EE Video Contest Awards

	<b>School</b>	<b>Site Coordinator</b>	<b>Team</b>
<b>1st Place</b>	\$3,000	\$500	\$1,000
<b>2nd Place</b>	\$2,000	\$300	\$700
<b>3rd Place</b>	\$1,000	\$200	\$400

# Judging

- TID had 5 judges within the district
- Judging Criteria
  - Accuracy of Information
  - Creativity
  - Use of Appropriate humor
  - Use of Videography/Cinematography
  - Overall Score

# Results

- Winning video(s) was exceptional
- TID Board presented awards
- TID presented awards at school board meeting



# TID Marketing Benefits

- Free Press
- Inexpensive Marketing Piece
- Airing in Theater
- TID Website
- You Tube Channel



Questions ?

