

# DFG Bear Aware Youth Film Contest

## FILM RULES AND GUIDELINES

### OVERVIEW

To promote its Bear Aware Campaign, the Department of Fish and Game is holding a short film contest for young filmmakers in DFG's North Central Region. Short films should be 90 seconds or less and should educate visitors and residents of the Lake Tahoe Basin about the importance of keeping black bears in the wild, and what residents and visitors can do to help ensure that black bears do not become habituated.

**Deadline for entries is January 31, 2012. Winners will be announced in March 2012.**

### PRIZES

The **FIRST-PLACE WINNER** will receive **\$500 cash** and the opportunity to participate in a rehabilitated bear cub release. The **SECOND-PLACE** winner will receive **\$300 cash**. The **THIRD-PLACE** winner will receive **\$200 cash**. The People's Choice Award will receive a **\$100 REI gift card**. Only one cash prize allowed per filmmaker or team. However, DFG's top three winners are also eligible for the People's Choice Award. California Houndsmen for Conservation donated the cash prizes. REI donated the \$100 gift card.

### ELIGIBILITY

The DFG Bear Aware Youth Film Contest is open to high school students who reside within DFG North Central Region, which includes the following counties: **Alpine, Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Lake, Nevada, Placer, Sacramento, San Joaquin, Sierra, Sutter, Yolo, and Yuba.**

Entries can be submitted by either individuals or groups of **no more than three**. Group entries will not be judged separately; any prizes won must be shared by the members of the group. DFG employees and their immediate family members are not eligible. The contest is subject to all applicable federal, state and local laws and regulations.

### SHORT FILM GUIDELINES

1) The film must incorporate at least **three** DFG-approved Bear Aware messages (see list), with the goal of educating the public on how to keep black bears in the wild and away from human temptations such as human food and garbage. Entries may focus either

### Bear Aware Messages

#### Choose **THREE** to include in film

##### *GENERAL MESSAGES*

- People who live in, or visit black bear habitat have a responsibility to the wildlife whose habitat they are sharing.
- Wild animals are in trouble, and one problem is human carelessness with food and garbage.
- When bears are allowed to feed on human food and garbage, they lose their natural ways – often resulting in death for the animal.
- Bears are attracted to anything edible or smelly.

##### *MESSAGES FOR VISITORS AND CAMPERS*

- Keep a clean camp at all times.
- Never keep food in your tent.
- Store food, toiletries and scented items in bear-proof containers, storage lockers or in a secure location when possible.
- If you store food in the trunk of your car, put it in an airtight containers. Clean all dropped food items, such as cereal and fries.

##### *MESSAGES FOR LAKE TAHOE RESIDENTS*

- Keep yard free of tempting odors. Clean barbecue grill, deodorize garbage cans and secure windows and doors at night.
- Keep pet food inside, bird feeders away and fallen fruit picked up.
- Make your home an unwelcome place for black bears. Consider electric fencing or motion-detection alarms.
- Install bear-proof garbage and compost containers.

on messages targeted to residents of the Lake Tahoe region (part-time or permanent) or toward campers and daily visitors.

2) DFG discourages filmmakers from attempting to obtain their own footage of black bears. Instead, film-

# FILM RULES AND GUIDELINES

makers should use footage provided on DFG's Bear Aware Contest website [www.dfg.ca.gov/BearFilmContest](http://www.dfg.ca.gov/BearFilmContest), footage from the public domain, or footage previously captured which the filmmaker has permission to use. Be sure to only use footage of black bears, no grizzlies!

3) Films must be on DVD in WMV or MOV format.

4) The film must be **90 seconds** or less.

5) The title of the film and the names of the creator(s) must be legibly written on the DVD. If the entry is part of a class project, include school's name.

6) Each individual (including group members) may enter only once. Group entrants may not belong to more than one group.

7) Each entrant must be a high school student (grades 9-12) living in DFG North Central Region (see counties listed above under eligibility) on **January 31, 2012**.

## HOW TO ENTER

Go to [www.dfg.ca.gov/BearFilmContest](http://www.dfg.ca.gov/BearFilmContest) and print and fill out the Registration Form. If an entrant is under the age of 18, a parent or legal guardian must sign the form as well. For group entries, each group member (limit three) must complete and sign the Registration Form. Mail the completed Registration Form and labeled DVD to the address below. Entries must be postmarked no later than **January 31, 2012**.

**DFG Communications Office**  
**Youth Film Contest**  
**Attn: Carol Singleton**  
**1807 13th Street, Ste. 104**  
**Sacramento, CA 95811**

## CONTENT RESTRICTIONS

- Films must not contain material that violates or infringes another's rights, living or deceased, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement.

- Films must not feature brand names or trademarks other than the sponsors.

- All footage and music contained in the films must be properly licensed, in the public domain or created by entrant.

- Films must be suitable for publication in a public forum, may not contain nudity, profanity, threats of

physical violence, or material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where the film is created.

- Film must focus on the Keep Me Wild messages provided above and must be compatible with DFG's mission and policies.

- Film should not depict activities that are a danger to people or wildlife.

- DFG discourages filmmakers from attempting to obtain their own footage of black bears. Instead, filmmakers should use footage provided on DFG's Bear Aware website [www.dfg.ca.gov/BearFilmContest](http://www.dfg.ca.gov/BearFilmContest) footage from the public domain, or footage previously captured which the filmmaker has permission to use. Be sure to only use footage of black bears, no grizzlies!

## JUDGING CRITERIA

- Quality of Short Video (25%);

- Creativity of Content (35%); and

- Ability to Convey the Bear Aware Messages (40%)

## SELECTION PROCESS

Films submitted on time will be judged by a panel comprised of DFG and sponsor staff. All films will be judged on the aforementioned judging criteria. The DFG panel will select the first-, second- and third-place winners. In addition, DFG will post their top **five** selections to the Bear Aware website to allow the public to view and vote for the People's Choice Award, which will receive a \$100 REI gift card. All winners are subject to verification and DFG approval.

## PERMISSION FOR DFG USE

All entry materials will become the property of the Department of Fish and Game. The winners' and finalists' entries, names and likenesses may be used to promote the Bear Aware Campaign and future DFG contests.

These promotions may include television or radio public service announcements (PSAs), streaming video on DFG's website or other dissemination via the Internet.

## RELEASE & INDEMNIFICATION

By participating, entrant(s) agree(s) to release and hold harmless the Department of Fish and Game and its co-sponsors from any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising, in whole or in part, directly or indirectly, out of participation in the contest or any contest-related activity.

# DFG Bear Aware Youth Film Contest



## REGISTRATION FORM

Please print, fill out and submit this Registration Form and send along with a CD-ROM, no later than January 31, 2012. For teams, please fill in information for each member of the team.

Send to:

DFG Communications Office  
Youth Film Contest  
Attn: Carol Singleton  
1807 13th Street, Suite 104  
Sacramento, CA 95811

Film Name: \_\_\_\_\_

Approx. Length: \_\_\_\_\_ min. \_\_\_\_\_ sec.

1) Filmmaker Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

School: \_\_\_\_\_

School Grade: \_\_\_\_\_

By signing below, I certify that I have read and agree to abide by the contest rules and guidelines:

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

If you are under 18, please have your parent or guardian consent to your participation in  
The Bear Aware Youth Film Contest by signing below:

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (please print): \_\_\_\_\_

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# DFG Bear Aware Youth Film Contest



## REGISTRATION FORM, *continued*

2) Filmmaker Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

School: \_\_\_\_\_

School Grade: \_\_\_\_\_

By signing below, I certify that I have read and agree to abide by the contest rules and guidelines:

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

If you are under 18, please have your parent or guardian consent to your participation in  
The Bear Aware Youth Film Contest by signing below:

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (please print): \_\_\_\_\_

3) Filmmaker Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

School: \_\_\_\_\_

School Grade: \_\_\_\_\_

By signing below, I certify that I have read and agree to abide by the contest rules and guidelines:

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

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