

Community PSA (Public Service Announcement) Contest Guidelines

Revised 1/22/2015

GENERAL RULES:

Eligibility:

The contest is open to all students 9-12 grade in Simsbury, West Hartford, Bloomfield, Windsor, East Hartford, Hartford public or private schools. There are no age restrictions; however, all participants under the age of 18 must have the consent of a parent or guardian.

Sponsors: HACTAC Hartford Area Cable Television Advisory Council

How to Enter:

1. To submit an Entry, download
 - a) [the contest Entry form](#)
 - b) [Release form](#)
2. Drop off your submission and completed Entry form at your local community access station, no later than 5:00pm April 1, 2015

Entries submitted without a completed Entry form will not be released for viewing and will not be included in the contest.

Entrants will receive an email confirming receipt of their Entry for the contest.

All Entries must be received by 5:00pm on April 1, 2015.

ENTRY REQUIREMENT

To be eligible for judging, the Entry must:

1. Address one of the two contest themes (see contest website for additional guidance on these themes):
 - a. Internet/Cell Phone Addiction
 - b. "Give Me A Break!"
2. Entrants can use any technique including:
 - a. Live action
 - b. Computer Generated Animation
 - c. Animation
 - d. Slideshow
3. All entries must be submitted in one of the following formats:
4.

a. AVI	d. MPEG
b. WMV	e. MP4
c. MOV	
5. All entries must be submitted via one of the following media forms:
 - a. DVD
 - b. CD
6. All entries must be a minimum of: 30 seconds and cannot exceed: 60 seconds.
7. The Entry must be suitable for general audiences and the following are strictly prohibited:

- a. Nudity
 - b. Profanity
 - c. Obscenity
 - d. Violence
8. Submissions using non-licensed, copyrighted musical, visual, or literary properties without legal permission are ineligible.
 9. You must have consent from any people appearing in your video.

Winners must be able to provide a high resolution version of their video on CD, or DVD, suitable for airing on television. Entries that cannot meet these requirements will forfeit the contest.

All entries will be reviewed for eligibility prior to judging and release on the internet. Entries will be ruled ineligible if they are corrupted, do not meet ALL of the specified requirements or are not able to be viewed due to technical error or reasons beyond the control of the Sponsors and judges.

By submitting an Entry:

1. The entrant affirms and warrants that the Entry is
 - wholly original,
 - has not been previously submitted, aired, or distributed on television, the internet, or elsewhere for any purpose,
 - once entered in the Contest will not be used for any other purpose,
 - does not incorporate or include any third party property or would require the consent of a third party and
 - does not violate any copyright, trademark, publicity right, privacy right, or any other right of any third party.
2. The entrant irrevocably assigns to HACTAC all right, title and interest in the Entry in any and all media in perpetuity, anywhere in the world, with the right to make any and all uses thereof, including without limitation for purposes of advertising or trade.
3. If the entrant is a minor, the entrant must have the written consent of his or her parent or legal guardian.
4. All entries become the property of the HACTAC and will not be acknowledged nor returned under any circumstances.

JUDGING:

A total of three (3) entries will be selected as winners of the contest. Each Entry may only win one category. The categories are:

- Judge's Choice - Theme 1: Internet/Cell Phone Addiction
- Judge's Choice - Theme 2: "Give Me A Break!"

Criteria based Judging:

Entries will be divided by theme. Judging will take place during the period of April, 2015. For each theme, entries will be randomly selected and presented to a panel of judges representing the sponsors. This panel will evaluate the entries based on the following, equally weighted, criteria:

1. Overall Impact (20%)
2. Originality (20%)

3. Memorable Content and Delivery (20%)
4. Relevance and Clarity of Message (20%)
5. Creativity and Technical Merit (20%)

The video with the highest rating will be selected as the winner.