

Hinkson Creek Watershed Restoration Project's

October 2010 Stormwater Public Service Announcement Video Contest



U.S. Environmental Protection Agency Region 7, through the Missouri Department of Natural Resources, has provided partial funding for this project under Section 319 of the Clean Water Act.

HINKSON CREEK WATERSHED RESTORATION PROJECT

VIDEO CONTEST

GOALS

- Create a public service announcement (PSA) to educate the public on stormwater and water pollution issues.
- Inform the public of simple things they can do to help improve water quality.
- Build awareness of “street to stream” stormwater runoff.

GENERAL INFORMATION

- The entry and release forms and videos must be postmarked by October 12, 2010, to be eligible to win.
- Winners will be notified in October.
- The contest is open to adult and youth videographers. The Adult Division is for those 18 and over. The Youth Division is for those under 18.
- The PSA’s must be no longer than 30 seconds.
- \$500 will be awarded for first place and \$250 will be awarded for second place in each division.
- Videos will be aired on television, at local movie theaters, and websites. They will also be shown in kiosks during educational events.
- Entry packets must be submitted by mail to:

Nicki Fuemmeler, Stormwater Educator; or
Boone County Planning & Building Inspection
Boone County Government Center
801 E. Walnut, Room 210
Columbia, MO 65201

Bill Florea, Senior Planner
Boone County Planning & Building Inspection
Boone County Government Center
801 E. Walnut, Room 210
Columbia, MO 65201

For additional information, contact Nicki Fuemmeler or Bill Florea at (573) 886-4339.

PRIVACY POLICY

- Create a public service announcement (PSA) to educate the public on stormwater and water pollution issues.
- Inform the public of simple things they can do to help improve water quality.
- Build awareness of “street to stream” stormwater runoff.

POSSIBLE TOPICS

Low Impact Development (LID) Techniques (i.e. rain gardens, rain barrels, disconnected downspouts, porous pavements, etc.)

- Pride in Boone County's Water Resources (i.e. Rock Bridge, Devil's Ice Box, etc.)
- Watershed Groups and Stream Clean-ups
- Runoff from Construction, Lawns, etc. and Preventative Actions
- What is a Watershed?
- Household Hazardous Waste and Proper Disposal Methods
- How Pollutants Enter Streams, Rivers and Lakes, and their Impact on Aquatic, Plant, and/or Animal Habitats
- Karst Features & Caves of Boone County (i.e. sinkholes, losing streams, outstanding resource waters, ect.)
- Connections to Groundwater/Drinking Water
- Septic Systems/Bacteria
- Illegal Dumping

GUIDELINES

- The contest is open to adult and youth videographers. The Adult Division is for those 18 and over. The Youth Division is for those under 18.
- Multiple entries are allowed.
- The video should convey easy, low-cost steps to protect water quality.
- The video should inspire the target audience to change unhealthy behaviors, such as over fertilizing yards, not picking up pet waste, and improper disposal of chemicals.
- Videos can be funny or serious, as long as they focus on stormwater or water pollution and show steps to improve water quality.
- Contestants will be judged on the following criteria:
 - Creativity and Originality
 - Quality
 - Accuracy
 - Content
- The HCWRP reserves the right to make the video available to the general public from their web site and to distribute it to any watershed groups or other organizations interested for educational purposes.

CONTEST RULES

- PSA videos must be no longer than 30 seconds.
- Entrants must submit a video file not exceeding 50 MB for web applications, as well as a high resolution video file.
- All entrants must reside *or* attend school within Boone County, Missouri.
- All immediate family members of the contest judges are ineligible to win.
- Entrants must complete the entry form and provide valid contact information. If entrants are under the age of 18, a legal guardian must sign the entry form.
- Entry and Release Forms must be completed in their entirety, including the number of hours each participant has contributed to the project. Failure to do so will result in disqualification.
- Each person appearing in the video must fill out a contest release form. If participants are under age 18, a legal guardian must sign their release form.
- Entrants must agree to the terms and conditions, or the agreement of a legal guardian must be obtained if the

entrant is a minor.

- A separate entry form and release form(s) must be submitted with each video submission. Failure to do so will result in disqualification of all entries.
- Entry packets must be submitted by mail to:

Nicki Fuemmeler, Stormwater Educator; or
Boone County Planning & Building Inspection
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- The video must be of the entrants own creation. No copyrighted music, videos, or images may be used, unless proof of release can be shown.
- Videos may not contain violence, profanity, direct attacks on individuals or organizations.
- Entries deemed offensive will be disqualified.
- The video must not infringe on third party rights.
- Entrant further irrevocably give the HCWRP, its sponsors and their agents and assigns, the right and permission to copyright and/or publish, reproduce or otherwise use entrant's name, voice and likeness, and/or written material, photographs, motion pictures or recordings about or by entrant for advertising and promotional purposes and for any other lawful purpose. Entrant hereby relinquishes all right, title and interest Entrant may have in the finished product or advertising copy that may be used in connection therewith, and waives all rights to payment or compensation therefore as well as any and all legal or equitable claims connected therewith.
- The video must incorporate the following message into the PSA, presented as text on-screen and/or spoken by talent: "U.S Environmental Protection Agency Region 7, through the Missouri Department of Natural Resources, has provided partial funding for this project under Section 319 of the Clean Water Act." for a minimum of four to five (4-5) seconds.
- Include a list of credits of the video production team as part of the video.
- No web addresses other than www.helpthehinkson.org are permitted within the PSAs.
- No logos, other than the Missouri Department of Natural Resources and the The Hinkson Creek Watershed Restoration Project Phase II (HCWRP) are permitted within the PSAs. The HCWRP and Missouri Department of Natural Resources' logos can be found at www.helpthehinkson.org/.....

RELEASE OF RESPONSIBILITY

All entrants assume liability for any injury or damage caused, or claimed to be caused, from participation in this contest or use/redemption of any prize. Entrants agree to hold the HCWRP, its sponsors and their agents and assigns harmless against any and all claims and liability arising out of participation in this contest or use of any prizes. The HCWRP or its authorized agents are not responsible for any typographical, technical, or other error in the printing, advertising, or communications relating to the contest, administration of the contest, or announcements of the prizes. The HCWRP is not responsible for cheating or fraud by any entrants.

HINKSON CREEK WATERSHED RESTORATION PROJECT VIDEO CONTEST ENTRY FORM

Please read the attached contest rules carefully when completing the entry form. Print or type all information clearly. All entry forms must be completed in full and signed. Failure to do so will result in disqualification. If I am under the age of eighteen (18), Entrant's parents and/or legal guardians hereby consent, jointly and severally, to the terms of this Agreement and, by signing this document, represent that they have the legal authority to do so on behalf of both of my parents and/or any and all legal guardians. Entrants must also submit a completed and signed Release Form, as well as any other materials required under the contest rules. If the Entrant is under the age of 18, Entrant's parents and/or legal guardians hereby consent, jointly and severally, to the terms of this Agreement and, by signing this document, represent that they have the legal authority to do so on behalf of both of my parents and/or any and all legal guardians.

Additional entry forms are available online at www.helpthehinkson.org

ENTRANT/PARTICIPANT'S NAME: _____

ADDRESS: _____

DATE OF BIRTH: _____ PHONE NUMBER: _____ E-MAIL ADDRESS: _____

LEGAL GUARDIAN'S NAME(S): _____
(If under 18)

DIVISION:

Adult (18 and Over)

Youth (Under 18)

MEDIA SOURCE & FILE SPECIFICS (Submit two files, one file not to exceed 50 MB and one high resolution copy):

Option A – HD Format Tape

Option B – HD Digital File

Option C – SD Format Tape

VIDEO TITLE: _____

BRIEF VIDEO DESCRIPTION: _____

BY MY SIGNATURE BELOW, I HEREBY ACKNOWLEDGE THAT I HAVE READ, UNDERSTAND AND AGREE TO THE TERMS AND PROVISIONS OF THIS AGREEMENT, AND CERTIFY THAT I AM THE PRODUCER AND EDITOR OF THIS VIDEO.

ENTRANT/PARTICIPANT'S SIGNATURE: _____ DATE: _____

LEGAL GUARDIAN'S SIGNATURE: _____ DATE: _____
(If under 18)



U.S. Environmental Protection Agency Region 7, through the Missouri Department of Natural Resources, has provided partial funding for this project under Section 319 of the Clean Water Act.

HINKSON CREEK WATERSHED RESTORATION PROJECT VIDEO CONTEST RELEASE FORM

Entrant/participant wishes to participate in the Hinkson Creek Watershed Restoration Project (HCWRP) Video Contest. We have read the Contest Rules, agree to the terms and conditions of the Contest Rules, and further agree to comply fully with the letter and the spirit of all Contest Rules. We understand that once the HCWRP Video Contest entry is submitted, the entry materials become the property of the HCWRP. If the Entrant/participant is under the age of 18, Entrant/participant's parents and/or legal guardians hereby consent, jointly and severally, to the terms of this Agreement and, by signing this document, represent that they have the legal authority to do so on behalf of both of my parents and/or any and all legal guardians. We give our permission to the HCWRP to use the video for advertising and promotional purposes, including print and television advertising, public relations, brochures, direct mail, email, website, annual reports, newsletters, and in displays at various locations throughout the State of Missouri. We understand the HCWRP has the right to touch up all entries or to add text, voice-overs and effects, and alter the entrant's artwork in any way deemed necessary by the HCWRP for use in any advertising materials. Entrant/participant agrees that all representations of the entry are true and not fictitious. Entrant/Participant understands that entries submitted will not be returned.

Additional release forms are available online at www.helpthehinkson.org

ENTRANT/PARTICIPANT'S NAME: _____

DATE OF BIRTH: _____ PHONE NUMBER: _____ E-MAIL ADDRESS: _____

ADDRESS: _____

LEGAL GUARDIAN'S NAME(S): _____
(If under 18)

BY MY SIGNATURE BELOW, I HEREBY ACKNOWLEDGE THAT I HAVE READ, UNDERSTAND AND AGREE TO THE TERMS AND PROVISIONS OF THIS AGREEMENT AND RELEASE.

ENTRANT/PARTICIPANT'S SIGNATURE: _____ DATE: _____

LEGAL GUARDIAN'S SIGNATURE: _____ DATE: _____
(If under 18)

HOURS CONTRIBUTED BY ENTRANT/PARTICIPANT: _____

Please mail or deliver your entry and this completed form to:

Nicki Fuemmeler, Stormwater Educator; or
Boone County Planning & Building Inspection
Boone County Government Center
801 E. Walnut, Room 210
Columbia, MO 65201

Bill Florea, Senior Planner
Boone County Planning & Building Inspection
Boone County Government Center
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Columbia, MO 65201

All entries must be postmarked by October 12, 2010. No late entries will be accepted. Finalists will be chosen in each of the two divisions. All finalists will be notified in October. If you have questions, please contact Nicki Fuemmeler or Bill Florea at (573) 886-4339. The winning videos will be aired on local television stations and movie theaters, websites, and kiosks during educational events. Credit will be included to the author.



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This is the Specifications Sheet that National Cinemedia Networks has provided to ensure all videos are formatted in a manner that will allow the videos to be aired at Hollywood 14 Theaters and Goodrich Forum 8 Theaters. *All videos must be formatted in one of these three options to be eligible to win.*



Quick-Reference Delivery Spec Sheet for **Externally Produced Ads**

Our Post Production process requires **10 business-days**, and will begin once your media (which meet our specifications) has been received.

HOW TO DELIVER YOUR CREATIVE ASSETS:

Send your physical media (drive, disc or tape) clearly labeled, along with a copy of your contract to:
National CineMedia - Attn: Regional Production - 9110 E. Nichols Ave., # 200 - Centennial, CO 80112

When providing your content, please select one of the following formats in which to send to NCM.
 If the corresponding specifications are not met, your media will be rejected.

	Option-A	Option-B	Option-C	
	HD Format Tape 1 finished spot on HD-D5, HDCam/SR, or Sony HDV	HD Digital File 1 finished spot on Data DVD-R Portable Hard Drive or USB Flash Drive	SD Format Tape <i>(Preferred if content is native 4:3 or native SD)</i> SD files on disc are NOT accepted 1 finished spot on DVCAM, MiniDV, DigiBeta or Beta SP	
LAYOUT	16:9 raster square pixel aspect allow for 20% Title Safe (see diagram below) NO Pillar-Boxed video	16:9 raster square pixel aspect allow for 20% Title Safe (see diagram below) NO Pillar-Boxed video	4:3 raster, letterboxed* or 16:9 Anamorphic *will be cropped and/or stretched NO Pillar-Boxed video	LAYOUT
FORMAT	HD-D5 1080i@59.94 / 1080p@23.98 / 720p@59.94 HDCam / HDCamSR* 1080i@59.94 / 1080p@23.98 / *720p@59.94 Sony HDV: 1080i@59.94	1280 x 720p @ 59.94 fps Quicktime Codecs accepted: "Pro-Res", "Animation" or "none" (DRAW.avi also accepted)	720 x 480 @ 29.97 fps (color bars optional)	FORMAT
AUDIO	2 or 8 Channels on tape 5.1 stems & LT/RT or Stereo L/R - or - .wav or .aif on separate disc w/ 2-pop 16bit @ 48k uncompressed (fades will be added at start and end of spot)	2 Channel embedded in file LT/RT or Stereo L/R - or - separate .wav or .aif's 16bit @ 48k uncompressed (fades will be added at start and end of spot)	2 Channels on tape LT/RT or Stereo L/R - or - .wav or .aif on separate disc w/ 2-pop 16bit @ 48k uncompressed (fades will be added at start and end of spot)	AUDIO
	NOT ACCEPTED <ul style="list-style-type: none"> • Pillar-Boxed video (black bars on left and right of video) • JVC or 720p on HDV • DVCPRO HD 	NOT ACCEPTED <ul style="list-style-type: none"> • 'Player DVDs' (if you can watch it on your DVD player/TV, we can NOT use it) • Pillar-Boxed video (black bars on left and right of video) • SD files on disc • PPT files, web videos or similar • Compressed files • 3rd Party codecs (not native to Quicktime) • Still images (non video/animation) 	NOT ACCEPTED <ul style="list-style-type: none"> • Pillar-Boxed video (black bars on left and right of video) • Non title-safe video • DVCPRO, Betacam or VHS • SD files on disc 	

Action Safe: 10%
 Title Safe: 20%



Please do not place Copy or other essential elements outside of the Title Safe margin (20% from each edge).

Please note: All files will be output to theatres at 720p @ 59.94 fps with LT/RT audio



For more information you may call the AdSpec Hotline at **800.828.2828, option 7**, or visit the following links:

*Additional Specifications: <http://adspecs.ncm.com>
 *FAQ's: <http://adspecs.ncm.com/www/html/faq.html>