

Hinkson Creek Watershed Restoration Project's

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

PUBLIC SERVICE ANNOUNCEMENT

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

- There will be an optional pre-submittal meeting held on January 21, 2010, at 4:00 pm in Room 220 of the Boone County Government Building.
- The entry and release forms and videos must be postmarked by February 19, 2010, to be eligible to win.
- Winners will be notified after March 26, 2010.
- Two video contest categories are being offered. The first is a short PSA, which should be no longer than 30 seconds. The second is a short film PSA that should be 1-3 minutes.
- Videos do not have to relate to Hinkson Creek specifically.
- One first place winner will be chosen from each category. The winners will receive \$500 each, while second place winners in each category will receive \$250.
- 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

- Personal information from all contestants will only be used to contact contestants in direct relation to the contest.
- The winners will be announced publicly.
- Participants give the Hinkson Creek Watershed Restoration Project (HCWRP), its sponsors and their agents and assigns, the right and permission to copyright and/or publish, reproduce or otherwise use Participant’s name, voice and likeness, and/or written material, photographs, motion pictures or recordings about or by participant for advertising and promotional purposes and for any other lawful purpose.

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 & Caves of Boone County
- Connections to Groundwater/Drinking Water
- Septic Systems/Bacteria
- Illegal Dumping

GUIDELINES

- Two video contest categories are being offered. The first is a short PSA, which should be no longer than 30 seconds. The second is a short film PSA that should be 1-3 minutes.
- 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
- Entrants must submit a video file not exceeding 50 MB for web applications, as well as a high resolution video file.
- 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

- 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
 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

- 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: "To learn more about the Hinkson Creek Watershed Restoration Project, please visit www.help-thehinkson.org. The 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 other logos or web addresses are permitted within the PSAs.

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

PUBLIC SERVICE ANNOUNCEMENT 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: _____ Telephone: _____ E-mail: _____

Legal Guardian Name(s): _____ Telephone: _____
(If under 18)

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

VIDEO CATEGORY (please check one):
30 second or less Public Service Announcement
1-3 minute Short Film Public Service Announcement

Tape Type:	DS	HDCCAM/SR	HDCAM	Sony HDV
	Digibeta	DVCAM	MiniDV	Beta SP
Other:	Hard Drive	USB Thumb Drive	DVD/CD	Other: _____
Digital File:	QuickTime	AVI		
Compression:	Uncompressed	Apple ProRes	Animation	Other: _____
Resolution:	1920 x 1080	1280 x 720		
Frame Rate:	59.94 (HD)	24 (HD)	23.98 (HD)	29.97 (SD)
Audio:	5.1 w/LT/RT	5.1 only	LT/RT only	L/R Stereo

Video Title: _____

Brief Description of Video: _____

By my signature below, I hereby acknowledge that I have read, understand and agree to the terms and provisions of this agreement.

Entrant/Participant's Signature: _____

Legal Guardian's Signature (if under 18): _____ Date: _____



HINKSON CREEK WATERSHED RESTORATION PROJECT

PUBLIC SERVICE ANNOUNCEMENT 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: _____

Address: _____

Date of birth: _____ Telephone: _____ E-mail: _____

Legal Guardian (if under 18): _____ Telephone: _____

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: _____

Legal Guardian's Signature (if under 18): _____ Date: _____

Hours Contributed by 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
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Columbia, MO 65201

All entries must be postmarked by February 19, 2010. No late entries will be accepted. Finalists will be chosen in each of the two categories. All finalists will be notified after March 26, 2010. 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.



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	
	<p>HD Format Tape</p> <p>1 finished spot on HD-D5, HDCam/SR, or Sony HDV</p>	<p>HD Digital File</p> <p>1 finished spot on Data DVD-R Portable Hard Drive or USB Flash Drive</p>	<p>SD Format Tape</p> <p>(Preferred if content is native 4:3 or native SD) SD files on disc are NOT accepted</p> <p>1 finished spot on DVCAM, MiniDV, DigiBeta or Beta SP</p>	
LAYOUT	<p>16:9 raster square pixel aspect allow for 20% Title Safe (see diagram below)</p> <p>NO Pillar-Boxed video</p>	<p>16:9 raster square pixel aspect allow for 20% Title Safe (see diagram below)</p> <p>NO Pillar-Boxed video</p>	<p>4:3 raster, letterboxed* or 16:9 Anamorphic</p> <p>*will be cropped and/or stretched</p> <p>NO Pillar-Boxed video</p>	LAYOUT
FORMAT	<p>HD-D5 1080i@59.94 / 1080p@23.98 / 720p@59.94</p> <p>HDCam / HDCamSR* 1080i@59.94 / 1080p@23.98 / *720p@59.94</p> <p>Sony HDV: 1080i@59.94</p>	<p>1280 x 720p @ 59.94 fps</p> <p>Quicktime Codecs accepted: "Pro-Res", "Animation" or "none" (WRAW.avi also accepted)</p>	<p>720 x 480 @ 29.97 fps (color bars optional)</p>	FORMAT
AUDIO	<p>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)</p>	<p>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)</p>	<p>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)</p>	AUDIO

NOT ACCEPTED

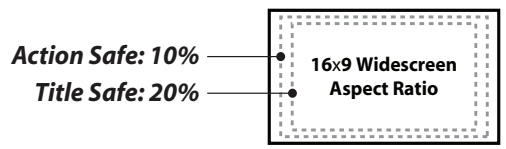
- **Pillar-Boxed video**
(black bars on left and right of video)
- **JVC or 720p on HDV**
- **DVCPPro HD**

NOT ACCEPTED

- **'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

- **Pillar-Boxed video**
(black bars on left and right of video)
- **Non title-safe video**
- **DVCPPro, Betacam or VHS**
- **SD files on disc**



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>