



2012 CLC-TV Student Video PSA Contest

Attention all area middle & high school faculty, staff and students! The City of Las Cruces is proud to announce the 2012 CLC-TV Student Video PSA Contest. CLC-TV is calling on all middle & high school students to enter a 30-second public service announcement (PSA). There is no fee to enter.

The theme of this year's contest is "Get Out!" The PSA should be a message to kids and/or adults to "get out" by doing more activities outdoors rather than constantly watching television, playing video games or surfing the internet indoors. Topics include but not limited to: playing sports, exercising, camping, wildlife activities, community service, yard work, helping others, interacting with animals, involvement in community events, interacting with friends or meeting new people face-to-face, etc. Go to CLCTV.com/contest for more information.

Judges with professional experience in television and video production will score and provide constructive feedback and suggestions for all participants. Scoring will be based on content and broadcast quality (see broadcast quality criteria).

The deadline to submit entries is **Friday, April 6, 2012 by 8 p.m.** Winners will receive their awards and be recognized at a City Council meeting by the Mayor and City Council (date TBA). The meeting will be televised live on CLC-TV and streamed live on CLCTV.com. Winning PSA's will be televised on CLC-TV Cable Channel 20 and/or CLCTV.com for up to one year.

NEW THIS YEAR

Entries will not compete against each other, rather each entry is judged individually on its own merit against a standard of excellence. There will be Silver winners and Gold winners, with Gold being the highest honor.

The CLC-TV Student Video PSA Contest submission process is now completely paperless. Entry forms will now be filled out online and students must post their videos to YouTube and provide a link on the entry form. Parental release forms will also be uploaded with the entry form. The entry form and release forms will be available at CLCTV.com

Requirements:

- The PSA must be exactly 30-seconds and the subject must be on this year's theme, "Get Out!"
- The PSA may be produced and submitted by an individual student or a group of up to two (2) students per entry. There is no limit to the number of entries an individual student or student group may enter.
- Each 30 second PSA must contain a five (5) second title slate in the beginning stating the title of the PSA, student(s) name(s), school name and student(s) grade(s). The slate **must match** the information given on the entry form. Please use plain white text on a black background with **no movement or music**. The five-second slate **DOES** count towards the 30 second PSA. Total time including slate & PSA should be 30 seconds.

- A parental release form (provided) is required for all students under the age of 18 appearing on camera.

A standard release form (provided) is required for all adults, 18 years +, appearing on camera. The signed form(s) will need to be scanned and uploaded in JPEG or PDF format when submitting the entry form. Contact CLC-TV if any issues uploading form(s). Go to CLCTV.com/contest to download forms.

- All video and music contained in the PSA must be original and copyright/royalty free. Otherwise, written permission from copyright holder granting use of the video footage or music is required and must be submitted with each entry as needed. (Example: a song by Green Day is not permitted unless you get written permission from their legal offices).
- The PSA must not advertise, promote or in any way showcase any commercial product or property (product placement). CLC-TV is a government access TV channel and including video and/or audio of any commercial product or property would be a violation of CLC-TV's rules of operation. Any PSA containing such video or audio references will be disqualified.
- Entries containing any verbal or written statistics, facts and/or copyright/royalty free media must submit references online during the entry form submission process.
- The PSA must be produced solely by the student(s) with only the guidance of a teacher or supervisor.
- The video PSA must be recorded, edited and exported in NTSC standard or high definition quality.
- The full resolution video PSA must be uploaded to YouTube using an account created by the teacher or parent (if not a class project). The link must then be provided on the entry form. You must leave the video posted on YouTube for the duration of the contest. See "YouTube Instructions" on CLCTV.com/contest.
- Contact Adrian Guzman, Media Production Specialist with the City of Las Cruces, with any questions or concerns at 575.541.2026 or contest@clctv.com

All forms, documents and information are available at CLCTV.com. Contact CLC-TV with any questions, concerns at (575) 541-2026 or at contest@clctv.com. Thank you and good luck!