



2017 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 2017 CLC-TV Student Video PSA Contest. CLC-TV is calling on all middle & high school students in the Las Cruces/Dona Ana County area to enter a 30-second public service announcement (PSA). There is no fee to enter and this year each 'overall' **winner(s) get a brand-new GoPro HERO camera.**

The theme of this year's contest is "Breaking Stereotypes". The PSA should be a message to challenge or disprove stereotypes in regards to, but not limited to, gender, race, class, etc. Topics can be serious, light-hearted or humorous.

Judges with professional experience in television and video production will score and provide feedback and suggestions for all participants. Scoring will be based on content and broadcast quality (see broadcast quality criteria on CLCTV.com). There will be Silver winners and Gold winners, with Gold being the highest honor.

The deadline to submit entries is **Friday, April 7, 2017**. Winners will receive their awards and be recognized at a City Council meeting by the Mayor and City Council on May 1, 2017. The meeting will be televised live on CLC-TV and streamed live on CLCTV.com. Winning PSA's will be televised on CLC-TV Comcast Channel 20 and/or CLCTV.com for up to one year.

All gold winning videos will be placed online and the public will have the opportunity to vote for their favorite video PSA. The student(s) getting the most votes on their PSA will each win a brand-new GoPro Hero3.

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

Rules:

- The PSA must be exactly 30-seconds and the subject must be on this year's theme, "Fighting Stereotypes."
- 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 identically** 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.
- The title of the PSA cannot be the same as the theme title. This year, your title cannot be "Fighting Stereotypes." Please be creative with your title. If a class project, teachers please don't allow duplicates of the same title.
- All video and music contained in the PSA must be original and copyright/royalty free. Otherwise, written permission from the 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 Justin Timberlake is not permitted unless you get written permission from his publishers).

- 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.
- **IMPORTANT:** Entries containing any verbal or written statistics, facts and/or copyright/royalty free media must submit references **online** during the entry form submission process.
- PSA's can only have a maximum of 8 seconds of static images (not including opening slate). This includes pictures and/or text without a video component. This does not apply to stop motion animation.
- The PSA must be produced solely by the student(s) with only the guidance of a teacher, parent or supervisor.
- The video PSA must be recorded edited and uploaded 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.php
- The student(s) must have their parent, guardian, teacher or school administrator that is at least 18-years old submit the form for them. The submitter will take full responsibility for the PSA not having copyrighted material and getting permission for all person(s) appearing on camera to be shown online and on television including parental consent for those under 18-years old.
- Contact Adrian Guzman, Media Operations and Production Coordinator with the City of Las Cruces, with any questions or concerns at 575.541.2026 or contact@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 contact@clctv.com. Thank you and good luck!