

District 51 Toastmasters Club Public Service Announcement (PSA) Video Contest 2011/2012



Purpose

A Public Service Announcement (PSA) is a type of advertisement featured on television, radio, print or other media. Whereas the objective of a standard advertisement is to market a product, a PSA is intended to change public interest, by raising awareness of an issue, affecting public attitudes, and potentially stimulating action.

This contest aims to encourage the usage of contemporary internet media like video clips as PR tools for Toastmasters clubs, as well as to promote the awareness on Toastmasters rebranding.

Eligibility

1. This contest is open to all District 51 clubs in good standing.
2. Each club is allowed to submit only **one** entry.
3. Submissions are to be made by 31 March 2012, by sending an email to dpro@tmdistrict51.org with the following details:
 - a. Participating club's name and club number.
 - b. Contact person's name, email address and phone number.
 - c. Link(s) to club's official website and/or Facebook page.

Rules

1. The video shall be in any of the following languages: English, Bahasa Malaysia, Mandarin, and Tamil. Both unilingual and multilingual entries are accepted.
2. The video shall only be 30-60 seconds in length.
3. The video shall **promote the Toastmasters club and encourage viewers to visit the club and/or sign up as members.**
4. The video shall portray Toastmasters in a positive manner, and comply with Toastmasters International (TI) policies & procedures.
5. The video shall be posted in the club's website and/or Facebook site.
6. The video shall have a resolution of 320x240 or higher.
7. Entries shall be submitted with video release forms signed by all individuals featured in the video. (Download the form at <http://www.toastmasters.org/TVideorelease>)
8. The PR team shall download a video entry from its posting location on 31 March 2012. Amendments made thereafter shall not be considered for this contest.
9. Only finalists shall be notified, and be requested to submit a video file in .WMV format (resolution to be advised) for screening purposes at the KL2012 Convention.
10. The District reserves the right to post winning videos online at its official website for Toastmasters-related purposes.
11. Each club is only eligible to winning **one** prize.
12. Judges' decision is final.

Judging Criteria

Entries will be judged according to the criteria listed below.

Content (30%)	<ul style="list-style-type: none">• Development, storyline & transitions• Impact, effectiveness & clarity of message/call-for-action
Delivery (20%)	<ul style="list-style-type: none">• Overall audio, verbal, visual & textual presentation (e.g. audio-visual synchronization, clear voice, good color contrast, easy-to-read fonts, etc.)• Creativity
Language (10%)	<ul style="list-style-type: none">• Appropriate use of words, correctness of grammar and terminology
Brand Consistency (25%)	<ul style="list-style-type: none">• Usage of new TI logo without modifications; no club logo is to be used.• Colors (usage of TI-recommended colors for clubs)• Fonts (usage of TI-recommended fonts)• Tagline ("Where Leaders Are Made" should be given due prominence and must not be overshadowed by other taglines)
Internet Presence (15%)	<ul style="list-style-type: none">• The video is posted/linked prominently at the club's official website and/or Facebook page• TI brand consistency of the club's official website and/or Facebook page• Overall viewing experience of the video at the website, e.g. have at least two different resolutions to accommodate viewers browsing on different internet bandwidths.

Disqualification

Entries must contain only original materials. Other than Toastmasters logos and wordmarks, no trademarked, copyrighted, or otherwise branded materials, logos, products, etc. may be used without written permission from the owner, business, and/or organization. If an entry contains copyrighted, branded, and/or trademarked materials without proper permission, the entry will be disqualified. Examples of disallowed material include, and are not limited to, soundtrack extracted from a popular album, an inserted scene from a blockbuster movie, and digitally-altered faces on copyrighted characters.

Awards

Awards will be presented at the KL2012 Annual Convention in the form of "PR Goodie Packs", which consist of PR-related items purchased from Toastmasters International. Winning clubs may decide how to distribute the items among club members and prospective members.

Distinguished Awards <ul style="list-style-type: none">• Best Club Video• Best Club Video – 1st Runner-up• Best Club Video – 2nd Runner-up	Special Awards <ul style="list-style-type: none">• Best Mandarin Club Video• Best Tamil Club Video• Best Bahasa Malaysia Club Video
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Screening

Videos from the finalists will be screened at the KL2012 Annual Convention.

Resources

1. Tips & sample club PSA video: <http://www.toastmasters.org/Members/SpotlightArticles/StandOutWithVideo.aspx>
2. Toastmasters International audio & video gallery: <http://mediacenter.toastmasters.org/videos>
3. Video release form: <http://www.toastmasters.org/TIvideorelease>
4. Branding information: <http://www.toastmasters.org/Members/OfficerResources/VirtualBrandPortal.aspx>