

# MADD Canada's Annual Multimedia Contest 2012

This year's theme: **Stop the damage...Stop impaired driving!**

MADD Canada recognizes the unique perspective and insight of youth, especially in messaging towards their peers. In order to cultivate and encourage youth involvement in the fight against impaired driving, MADD Canada's Multimedia awards will be given to individuals or teams in the following three age groups:

- 1) 16 years and under
- 2) 17-24 years old

The categories in which participants can enter are as following:



## **Short Film/Presentation**

This presentation should be created as a short film illustrating a call to action for Canadians to stop impaired driving. The presentation must be original, and have content focusing on the theme. A compilation of audio and video in the form of a DVD, VHS, mpeg file, Macromedia Shockwave or Flash file and Microsoft PowerPoint will be accepted. The presentation must not be less than 60 seconds or more than 5 minutes.

## **Audio Public Service Announcement**

This recording should be created as a Radio PSA, urging Canadians to stop impaired driving. An audio recording in the form of an mp3 file, tape or CD not shorter than the length of 15 seconds and no greater in length than 60 seconds.



## **Multimedia Public Service Announcement**

This presentation designed for TV must deliver a high emotional impact in a timeframe no less than 15 seconds and no greater than 60 seconds. A compilation of audio and video in the form of a DVD, VHS, mpeg file, Macromedia Shockwave or Flash file and Microsoft PowerPoint will be accepted.

## **The Topic**

This year's production must focus on youth taking action and realizing that they have the power to stop the damage caused by impaired driving!

## **General Guidelines**

- This contest is open to all youth in Canada within the age defined.
- Content must all be original.
- An applicant can be a student within the defined age, but youth within the age limit that are not students can also apply.
- Staff and teachers are allowed to give input but production must be done by applicants.
- Applicants are encouraged to work in teams but an individual applicant can apply.

## **Contest Rules**

- Applicants must use factual evidence and provide their sources either in the credits or as an attachment.
- Applicants cannot exceed the time limits referenced for each category.
  - o Short film/presentation – not less than 60 seconds, not greater than 5 minutes
  - o Radio PSA – not less than 15 seconds, not greater than 60 seconds
  - o Multimedia PSA – not less than 15 seconds, not greater than 60 seconds
- Videos cannot contain copyrighted material. Videos must have been written, produced and shot by the contestant(s). Videos may not include images, music, lyrics, or other licensed images or audio that has been previously published or is pending publication.
- Contestants agree that MADD Canada may edit and air their video, publish their name(s) and may use both in future advertising campaigns and/or marketing materials. Contestants relinquish all publishing rights.
- MADD Canada is not responsible for any lost, delayed, damaged, misdirected or illegal submission. No entries will be returned.
- MADD Canada may disqualify any entry based on content and/or production.
- All costs associated with making and submitting a video advertisement are the contestant's responsibility. MADD Canada will not reimburse or be responsible for any residuals or costs incurred in the making or submission of any entry.
- To enter, forward the application form, 1 signed release form for each applicant, and 2 copies of the presentation to MADD Canada before the deadline of May 1, 2012.

## **Criteria for Judgment**

- 1) Contributes to the mission of MADD Canada  
(To stop impaired driving and to support victims of this violent crime.)
- 2) Invokes emotion
- 3) Creativity
- 4) Originality
- 5) Impact
- 6) Creates awareness

## **Awards**

Awards will be distributed to the top three applications in each of the age groups and categories.

**1<sup>st</sup> prize** – MADD Canada will publish the entry on the National website. MADD Canada will also give the winning team or individual a prize of \$500. If possible, MADD Canada will also have an award presentation locally for the winning presentation.

**2<sup>nd</sup> prize** – MADD Canada will publish the entry on the National website. MADD Canada will also give the winning team or individual a prize of \$200.

**3<sup>rd</sup> prize** – MADD Canada will publish the entry on the National website. MADD Canada will also give the winning team or individual a prize of \$100.

For more information please contact

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[www.madd.ca](http://www.madd.ca)





**MADD Canada's Annual Multimedia Contest 2012**  
**ENTRY FORM**

Please check one:

Category	16 years and under	17-24 years old
Short Film/Presentation		
Audio Public Service Announcement		
Multimedia Public Service Announcement		

Title of Production:

\_\_\_\_\_

Name of School\* (if applicable):

\_\_\_\_\_

Name of Teacher\* (if applicable): \_\_\_\_\_

Teacher Signature\* (if applicable): \_\_\_\_\_

School Address\* (if applicable): \_\_\_\_\_

School Phone Number: \_\_\_\_\_

Name of Primary Student contact: \_\_\_\_\_

Email address of Primary Student contact: \_\_\_\_\_

Telephone # of Primary Student contact: \_\_\_\_\_

*\* NOTE: An individual can enter the contest without school participation.*

Contact information of all applicants(s) involved in the creation and production of the video. Attach additional sheet, if required.

Full Name	Age	Home Address	Phone No.	Postal Code

I have attached release forms for all youth involved in this presentation.

I have enclosed 2 copies of the presentation.

ENTRIES MUST BE SUBMITTED BY **May 1st, 2012.**

Submit entries to:

MADD Canada  
2010 Winston Park Drive, Suite 500  
Oakville, ON L6H5R7  
Attn: Multimedia Contest 2011  
[www.madd.ca](http://www.madd.ca)  
[avicioso@madd.ca](mailto:avicioso@madd.ca)  
1-800-665-6233 ext. 227



**MEDIA, TALENT, AND PRODUCTION RELEASE FORM**  
(for participants appearing in the production or credited)

Date: \_\_\_\_\_

Name of cast or production member:

\_\_\_\_\_

Home Address:

\_\_\_\_\_

\_\_\_\_\_

Home Phone Number: \_\_\_\_\_

Email address: \_\_\_\_\_

School (if applicable): \_\_\_\_\_

**We/I hereby grant MADD Canada the right to:**

(Please check one – parent/guardian signature required for applicants under 18)

Use a photograph and/or recording produced on film, video, audio/tape by my child or ward, aged \_\_\_\_.

Use a photograph and/or recording produced on film, video, audio/tape of myself. I am 18 years or older.

All such photographs and/or recordings and all rights therein and thereto shall be the exclusive property of MADD Canada and may be used in any manner whatsoever.

In granting these rights, we/I understand that we/I hereby release MADD Canada and its employees from all actions, causes of actions, claims and demands except for those arising from the negligence of MADD Canada and its employees. We/I further understand that no copies of films or other program elements can be provided by MADD Canada.

Signed by: \_\_\_\_\_ Date: \_\_\_\_\_  
(Student's signature)

**If person is under the age of 18, please have the following signed.**

Signed by: \_\_\_\_\_ Date: \_\_\_\_\_  
(Parent/Guardian's signature)