

30 SECOND VIDEO CONTEST

Public Service Announcement



Objective:

<https://vimeo.com/groups/TieOutPSA>

Create a 30 second PSA that brings the following health/welfare issue to the attention of the general public:

Tie-outs are Prohibited by Law in Pima County

Message & Possible Approach:

Tie-outs can be confusing - although illegal when implemented without supervision - popular pet stores and big box retailers all sell them.

Why are they illegal? Here are some risks associated with use of tie-outs to contain dogs:

Strangulation, Entanglement, Neck and Shoulder

Strain/Injuries, Vulnerability from predators and inclement weather, a perception of being "aggressive" due to stress.

Selected Entries Will Be Shown:

Local television broadcast TBD, promoted online through Pima Animal Care, Pima County Health Department, Pima County social media accounts.

Questions?

Need more information?

Email contest organizer:

Derek Marshall

immatureanimals@gmail.com



This contest aims to educate - in a friendly manner - the public on a law that protects dogs. Keep the message upbeat and positive. Avoid any type of "shock factor". Do not show animals in distress. Aim to appeal to as wide of an audience as possible.

This PSA serves to promote
PIMA ANIMAL CARE CENTER

Duration:

EXACTLY 30 seconds



Submit and View Entries at

vimeo

<https://vimeo.com/groups/tieoutpsa>

A public service announcement (PSA) is a type of advertisement featured on television or the internet. Whereas the objective of a standard advertisement is to market a product, a PSA is intended to change the public interest, by raising awareness of an issue, affecting public attitudes, and potentially stimulating action.

PSAs usually include cited information to establish a position on the issue. When presenting the information, mention the source, either by narration: "According to ...," or including on-screen text at the bottom of the screen.

Prizes:

1st PLACE

GoPro Hero 4

[msrp \$400]

+ a Gift Basket to pamper your pooch [valued at \$75. Donated by Acacia Animal Hospital]



2nd PLACE
Varizoom Stealthy for DSLR
[msrp \$200]

3rd PLACE
Beats Tour2 In-Ear Headphone
[msrp \$150]



Submit to Vimeo by:

**Friday,
September 4,
2015**

Pre-Production

Contest participants are encouraged to visit Pima Animal Care Center at 4000 North Silverbell Road during regular business hours.

Contact PACC Outreach Coordinator Jenny Kading at jenny.kading@pima.gov or call (520) 724-5976 to schedule a time to visit, interview volunteers, meet adoptable dogs and cats, and gain a more informed perspective. Production equipment will be permitted with a scheduled appointment, so it can be arranged that a PACC volunteer be there to assist. Please do not show up unannounced.

www.pima.gov/animalcare

Storyboard important shots in order to process different perspectives/camcorder angles and movement.

Storyboard templates are available online:

www.printablepaper.net/category/storyboard

The function of storyboarding is to demonstrate that you are thinking about interesting camcorder angles and different technical methods to convey your message clearly.

Production

Consider a combination of the following methods of communication:

Video footage, typography/text, voiceover narration, dialogue, animation, graphics, natural sound, and copyright-free background music.

Seek out areas with natural lighting or suitable artificial light.

Demonstrate solid production habits:
http://www.elementsofcinema.com/cinematography/elements_of_cinematography.html

Give viewers the illusion that several cameras are filming the action from several different perspectives at the same time. Film each shot at least twice, especially when there is spontaneous movement (animal actors!) important action, or dialog taking place. Film take 1, change the perspective, film take 2, etc...

Oftentimes animals do not take direction well, so film as much as possible to increase options during the editing (post-production) stage.

Post Production



From a computer workstation with video editing software installed: screen and edit all the footage down to a cohesive 30 second sequence that clearly communicates an effective message to the general viewing public.

6 to 14 clips are suggested for the completed sequence. All footage should be cohesively color-corrected.

Maintain uniform audio levels by screening your work using headphones, external computer speakers, television speakers and by visually monitoring volume levels.

Create a free Vimeo account to upload your video to. This step must be taken before you can submit your video to the group, which is a curated album for all submissions.

All audio must be copyright free. Music and other intellectual property will not be judged, as it cannot be used for promotion.

Questions?

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The contest is open to all residents of Pima County.

All entries must be submitted by TBD date at 11:59pm.

No late entries will be accepted. All audio must be copyright-free.

All content must be "broadcast appropriate."

Do not identify, insinuate or slander retail locations that sell tie-outs.

Contest entries may be eliminated at the discretion of the contest moderator, PACC and/or judges at any time.

Judging of entries will be performed by PACC staff, volunteers and Pima County employees. Entry content becomes the intellectual property of Pima County Health Department and PACC at the time it is submitted online. By uploading content to the to the contest-entry webpage, users are providing sole usage rights to PACC for future use.