

Reel in the Vote 2010
Public Service Announcement Competition
RULES & ENTRY FORM



I. OVERVIEW

The San Diego Asian Film Foundation is inviting anyone to submit a **30-second Public Service Announcement**, encouraging more voter participation in the Asian and Pacific Islander Communities. Entries will be judged on effectiveness, creativity, originality and technical production. **Deadline is August 31, 2010.**

Up to three finalists will receive an all-access festival pass, sponsored travel and lodging to attend the San Diego Asian Film Festival, October 21-28, 2010. **One winner will receive a \$1000 prize and up to two runner ups will receive \$250 each**, awarded during the festival's Gala Dinner on October 23, 2010. Selected PSAs may be showcased during the 2010 San Diego Asian Film Festival, Oct. 21-28, and online for promotional purposes. This campaign is made possible through the support of the California Independent Voters Network and CAUSE.

II. ELIGIBILITY/GUIDELINES

1. The PSA's message must be non-partisan, and geared toward the Asian American and Pacific Islander communities, encouraging citizens to register, vote, and participate in the democratic process.
2. Any entry longer than 30 seconds will be disqualified.
3. There is no limit to the number of entries one person can submit.
4. SDAFF reserves the right to compile selected PSAs on a special DVD that may be made available to the public.
5. All entrants and winners agree to allow SDAFF to use their likenesses for promotional purposes related to the SDAFF. This includes photos, press releases, and PSA clips on the SDAFF website.

III. SUBMISSION PROCESS

1. Post your entry onto Youtube
2. Email a completed entry form with your Youtube link to: **vote@sdaff.org**
3. Finalists will be asked to send us a Quicktime file

V. SELECTION PROCESS

1. A screening committee will review all submissions and select up to ten finalists.
2. The finalists will then be judged by an independent jury of artists, civic leaders, and educators. The jury will select its top three entries, which will be announced on the SDAFF website on or around September 21, 2010.
3. One representative from each of the top three entries will be invited to attend the film festival, during which a live audience will select the winner on October 23.
4. Please note that the top three finalists will be asked to provide the PSA in 2 ratios: 16x9 and 4x3 letterboxed; if a 16x9 version cannot be provided, 4x3 letterboxed is preferred.

VI. AWARDS

Up to three finalists will receive an all-festival pass to the film festival, and sponsored travel (within continental U.S.) and lodging (two hotel nights). The winner of the competition will receive a one-time cash award of \$1000 dollars, and up to two finalists will receive a one-time cash award of \$250 each.

VII. SHIPPING

1. Email entries to: **vote@sdaff.org**
2. Send entries to: SDAFF - PSA Competition
7290 Engineer Road, Suite A
San Diego, CA 92111
Fax: 858-650-3459
Phone: 858-565-1264
3. Shipping via courier capable of tracking delivery of submission is recommended. Package DVDs properly and securely using bubble wrap.

VIII. QUESTIONS

Please email questions regarding the submissions process to Mye Hoang, Program Director, mye@sdaff.org

REEL IN THE VOTE 2010
PUBLIC SERVICE ANNOUNCEMENT COMPETITION
ENTRY FORM



Name of PSA Creator(s) _____

Address _____

City, State, Zip _____

Work Phone _____ Cell _____

Email _____

Title of PSA _____

PSA Logline: _____

HOW DID YOU HEAR ABOUT THE COMPETITION? (check all that apply)

- Through a postcard
- Through my school _____
- Word of Mouth
- Got an email from someone
- From website: which one? _____
- Other: _____

ENTRY CHECKLIST

- Completed entry form
- Quicktime file
- Youtube link

I, the undersigned, acknowledge and agree that to the best of my knowledge, all of the statements in this document are true: I am duly authorized to submit this PSA to the San Diego Asian Film Foundation (SDAFF); I hold SDAFF harmless from damage to or loss of the video, the PSA is not subject to nor is threatened by any litigation; and that I accept all of the submission regulations stated on the entry forms and the official rules of entry document. By signing below, I also give the SDAFF permission to use this submitted PSA in a special compilation video or DVD.

Signed (required) _____

Print Name _____ Date _____

