

CREATIVE MEDIA COMPETITION

Are you passionate about the humane treatment of animals and desire a more compassionate, responsible community? Keen to launch or build your career in media? If that describes you, the Calgary Humane Society Creative Media Competition is your chance to make a difference, boost your professional profile and win some cash (**\$5,000 in prize money**).

Incorporated in 1922, Calgary Humane Society has played a crucial role in the Calgary community for more than 87 years and is a recognized national leader in animal welfare. Sheltering more than 8,500 homeless, abandoned, neglected and abused animals each year, and providing a range of community services including:

- More than 2,000 investigations annually into concerns of animal abuse and neglect
- Sheltering of pets for owners fleeing domestic violence or dealing with personal or family crisis
- Humane Education presentations, clubs and camps annually connecting with more than 12,000 children and youth
- Grants and donations to support other animal welfare groups
- Humane animal training classes focused on nurturing of the human-animal bond, and support to ensure animals succeed in the home and community
- Adoptions and rescue services that connect thousands of lives each year

Competition Goals:

- To promote awareness of the mission, philosophies, and programs of Calgary Humane Society among emerging media professionals
- To promote career growth and professionalism among emerging media professionals
- To educate the public about issues related to animal welfare and to increase adoption of homeless animals
- To acquire high quality materials that can be used by Calgary Humane Society for promotional activities: 15-30 second videos, PSAs and new media collateral
- To raise organizational profile of Calgary Humane Society

Prize Monies:

1st - \$2,000

2nd - \$1,500

3rd - \$1,000

Honorable mention - \$500



Publicity and promotion of winners:

Prize winning entries and runners up will be screened and publicized at a CHS special event, and also promoted on the CHS web site and social media.

Eligible Applicants:

Media students and early career media professionals in Alberta

Judgement of Entries:

A panel of local professionals will be asked to review and rank the entries. The panel will consist of a media professor, senior staff member from CHS and a local media personality. Entries will be ranked out of the following possible points:

5 for Originality/Creativity

5 for Messaging

5 for Brand consistency (see web site for more information)

5 for Impact

20 Total

Submission Format Requirements:

Submissions can be 15 to 30 seconds long and are to be submitted in .mov or .mp4 format on disk to the Manager of Communications (4455 – 110 Ave SE Calgary T2C 2T7).

Contest Rules:

1) **Your entry must be a new work**

The project must be created specifically for the Calgary Humane Society. You are not permitted to submit a project that already exists elsewhere on the web or that has been publicized (released to the general public) in any other manner.

2) **Filming at CHS**

You will be given access by appointment only to shoot necessary material in the shelter. Appointments can be made by contacting the Manager of Communications (403-723-6033 or Lindsay.jones@calgaryhumane.ca)

3) **Deadlines**

You can develop your project at your own pace, but all entries will be **due on May 3, 2010 by noon**. No entries will be accepted after the deadline. If you need to get shelter footage for your project, it is important to remember that appointments times are limited so book these early.

4) **One person, one entry**

You are only allowed to submit one entry per person. If you work in a group, you are permitted to submit as many entries as you have group members, up to a limit of 4 (four) total projects per group.

5) **Spirit and values of CHS**

CHS reserves the right to immediately disqualify any entry that does not meet the contest rules or interferes with the integrity or spirit of the contest. Vulgar, or obscene content will not be accepted. All materials must also adhere to the mission and philosophies of Calgary Humane Society (see www.calgaryhumane.ca).

6) **Retention of Rights**

CHS retains the rights to the material provided by contestants. Winning videos will be used in multi-media capabilities such as social networking, PSA reels on network television, web site and shown as promotional footage during events (among other methods). The creators of materials will be given credit.

Examples of some Video Topics:

- Happy Endings
- Responsible Pet Ownership
- Opt to Adopt
- Volunteer/Foster
- Behaviour modification/classes
- Spay/neuter