PURPLE

PUBLIC SERVICE ANNOUNCEMENT CONTEST

The Williams College *Claiming Williams* Steering Committee announces a public service announcement (PSA) competition.

Williamstown, MA December 1, 2008 The Claiming Williams Steering Committee is inviting all Williams College students, staff, faculty, and alumni to participate in the creation of an audio file <u>or</u> digital video (30-90 second length) that examines the Claiming Williams 2008-09 theme, "Examining Privilege, Building Community".

Claiming Williams is intended as both a collective exploration of the various forms of privilege that inform experience at the College, and an opportunity to reflect on the responsibilities each of us has within—and to—our community. The project is heir to the remarkable energy released last Spring in response to practices that disallow many who live, work, and learn at this place to claim it as their own on equal terms. The goal is to engage the campus in an *ongoing* dialogue about mindsets, habits, choices, and actions that can create or disrupt community.

"The Claiming Williams Steering Committee is very interested in inviting Williams College staff, students, faculty and alumni to express in broadcast media their affections for and observations on our community, and its promise to be more inclusive," said Ed Epping, professor of art at Williams College and member of the steering committee. "We are excited about offering this opportunity as we believe this forum—radio and digital video—offers a potent platform for individuals and collaborative teams to give public voice to their aspirations of what they respect about Williams and what still needs improvement to become a stronger institution for all."

All categories of narrative for either the audio or digital video formats are permitted and may include documentary, experimental, narrative and animated.

Collaborations are encouraged. Teams can be made of students, staff, faculty, and alumni. Staff and faculty should also consider working with their children as collaborators. Each individual or partnership may submit up to a total of three entries for the competition. All participants must agree to and abide by the rules of the competition (see: claiming.williams.edu). All entries must identify the names of each who worked on the PSA and identify their contribution.

Instructions for submitting entries, suggested means of constructing a PSA and other details related to the competition may be found at: claiming.williams.edu. Questions may be directed to Ed Epping, eepping@williams.edu.

January 2009: OIT workshops for video and audio production using iMovie, Premiere Elements, Audacity and Garage Band. Please check the OIT workshops page for scheduling information: oit.williams.edu/workshops.

February 16, 2009: Submissions are due by 11:59PM EST; All video should be submitted in Flash video format, all audio should be submitted as MP3. You may use any program you want to prepare your piece as long as the final product is rendered in the required format. However, Williams has computer studios where you will find Macs with Final Cut Pro, iMovie and Audacity

installed, as well as Windows computers with Premiere Elements and Audacity. Instructions for using each of these applications to produce Flash and MP3 files are available on the Claiming Williams Site. Flash video: files should contain video compressed with the ON2 VP6 codec at 1200kbps, with audio compressed as MP3 at 128 or 192kbps. MP3 audio: files should use a constant bit rate MP3 compression of 192kbps.

March 13, 2009: Gala public screening of semi-finalists and announcement of award winners.

Grand prize: $500
1st Prize Audio: $250
1st Prize Digital video $250
People's Choice Award (TBA)

<u>The Williams College 2009</u>
<u>"Claiming Williams: Examining Privilege, Building Community"</u>
Public Service Announcement (PSA) Contest
Official Rules

Eligibility:
Entrants must be students, alumni, or employee of Williams College, 17 years or older. Parents collaborating with their children may submit entries under the name of the adult.

By participating, entrants agree to honor these Official Rules.
The Contest begins at 12:01 a.m. EST on December 1, 2008, and ends at 11:59 p.m. EST on February 16, 2009.

The Contest is run by the Claiming Williams Steering Committee (CWSC or Sponsor).

How to Enter:
Entrants should create their own Public Service Announcement ("PSA") for the Claiming Williams Project. These may be either 30-to-90 second audio files and/or 30-to-90 second digital videos. They will be one part of the 2008-09 conversation and programming on the subject of "Examining Privilege, Building Community." Possible themes for these PSA's include, but are not limited to:

• What's the difference between a privilege and a right?
• What agreements are necessary for a community?
• When does privilege serve you? When does privilege limit you?
• What does privilege look like?
• When is a community most cohesive? Most fragile?
• When was the first time you were made aware of privilege?
• What's required to make invisible privilege more visible??
• What are the responsibilities of privilege?
• What's required for individuals to maintain their identity and share a community?
• What are the three qualities of a thriving community?

The PSAs may be the work of individuals or teams. If a group submits an entry, <u>all</u> members must sign the Terms for Agreement.

Collaborations are encouraged. Teams can be made of students, staff, faculty, and alumni. Staff, faculty and alumni should also consider working with their children as collaborators. Each individual or team may submit up three entries. All participants must abide with the rules of the competition.
Go to the Williams home page and follow the link at the top of the page to Claiming Williams or typing in the address claiming.williams.edu. All entries must identify the names of all who worked on the PSA and identify their contributions.

Entries can be submitted during the contest period by completing and submitting the Terms for Agreement typing in the address claiming.williams.edu and then submitting your entry by following the link to the upload page.

Entries must be submitted in Flash Video format for video or MP3 format for audio, in accordance with the format specification available on the Site. Full details for the bitrate, etc., as well as instructions that can be used to generate files to those specifications are available by typing in the address claiming.williams.edu. PSA entries must not exceed 90 seconds in length and 200mb when encoded.

Entrant/s must be the author and copyright owner of the entry or have permission (via license or otherwise) to use or incorporate portions of their entry authored, owned, or controlled by anyone else.

The Claiming Williams Project is not responsible for late, lost, delayed, damaged, misdirected, incomplete, illegible, or unintelligible entries, none of which will be considered. All entries must include a fully executed, original copy of the Terms for Agreement.

Prizes:
Prizes will be awarded in the following categories:

First Prize	audio	$250
First Prize	video	$250
Grand Prize		$500
People's Choice Award	TBA	

The winning entries will appear on Williams website and aired on radio station WFCM, and may be submitted for airing to other broadcast and cable networks (time and placement of all airings shall be at the sole discretion of Claiming Williams and Williams College).

Judging:
Initial Judging: Members (or their representatives) of the Claiming Williams Steering Committee will narrow the field to 30 semifinalists.   PSA judging for both the semifinals and finals will be based on three equally weighted criteria:

Effectiveness - Does the message come across? Does it have impact? Does it grab the viewer? Is it memorable?

Production - Judges will not look for professional quality but for how well the entrant uses the medium.

Originality – Judges will look for the entrant's unique point of view, vision and way of communicating.

Claiming Williams' decision as to the semifinalists is final.

Final Judging: A panel of judges (some of whom may be Claiming Williams Steering Committee members or Williams Alumni) will review each of the semifinalists and choose contest winners based on the criteria. The judges' decision is final.

The Sponsor has the right to reject any entry it considers inappropriate.

Semi-finalists will be notified by e-mail, overnight mail, and/or phone on or about March 6, 2009, and then must complete an affidavit or declaration of eligibility/liability release and, except where prohibited, a publicity release and such other documents as may be reasonably required by the Sponsor.

The Sponsor assumes no responsibility for and will not be liable for late, lost, misdirected, or unsuccessful efforts to notify winners. Accepting the prize constitutes permission (except where prohibited by law) to use winner's name, hometown (including state), and/or likeness for promotional purposes without further compensation.

Release from Liability: By participating, entrants agree that the Sponsor, their shareholders, agents and representatives, affiliates, advertising, promotion and fulfillment agencies, and legal advisors are not responsible or liable for, and shall be released and held harmless from: (i) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (ii) any condition caused by events beyond the control of Sponsor that may cause the Contest to be disrupted or corrupted; (iii) any printing or typographical errors in any materials associated with the Contest; (iv) any and all losses, damages, rights, claims and actions of any kind in connection with or resulting from participation in the Contest, or acceptance of the prize, including without limitation, claims based on publicity rights, defamation, or invasion of privacy.

Legal:
All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of participant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with the laws of the Commonwealth of Massachusetts, without giving effect to any choice of law or conflict of law rules or provisions (whether of the Commonwealth of Massachusetts or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the Commonwealth of Massachusetts.

(6) Public Screening and Announcement of Winners:

Announcement of the prize-winning entrants will occur at a public screening of the semi-finalist PSAs on March 13, 2009. A People's Choice Prize will be determined that same evening.

Terms of Agreement
I have read and agree with all of the conditions listed above as "Official Rules" for the Williams College Claiming Williams Public Service Announcement Competition.

Last Name	First Name	Date

Group Name (all participants must sign their agreement)

Last Name	First Name	Date

Last Name	First Name	Date

Last Name	First Name	Date

Last Name	First Name	Date

Claiming Williams: Examining Privilege, Building Community
Public Service Announcement (PSA) Contest

Suggested Guidelines

What is a public service announcement?

Public service announcements, or PSAs, are short audio/image messages that communicate ideas about subjects a community needs to engage with, think through and act upon. They're not commercials; ideas and actions are the focus. An effective PSA condenses complex information without diminishing its significance.

Think of PSA classics that have become part of our dialog:
"A mind is a terrible thing to waste." "The toughest job you'll ever love." "Friends don't let friends drive drunk."

PSAs for Claiming Williams should be submitted as ready-to-air digital audio or video files. They can be done very simply with a single actor reading or performing a message, or they can be elaborate productions, with music, dramatic narratives, and sound or visual effects.

What are the advantages of a PSA?

Claiming Williams PSAs will offer participants opportunities to speak to the complex issues of examining privilege and building community, and to invite others to publicly and privately consider these points of view.

How do you write a PSA?

Decide on and clarify the purpose of your PSA. The CW committee has suggested the following facets of privilege and community for you to consider, though you may think of your own.

• Does intelligence grant privilege or responsibility
• What agreements are necessary for a community?
• When does privilege serve you? When does privilege limit you?
• What does privilege look like?
• What do the injuries of status and class do?
• When is a community most cohesive? Most fragile?
• Can and should Williams be a community?
• Is it worth getting out of your zone of social comfort?
• When was the first time you were made aware of privilege?
• Does everyone here represent? Who do you represent?
• What's required to make invisible privilege more visible?
• Is getting along enough?
• What's required for individuals to maintain their identity and share a community?
• What are the three qualities of a thriving community?

• You only have a few moments to reach your audience, so your language should be simple and vivid. Take your time and make every word and/or image count.

* The content of the writing should have the right words or phrases that attract attention. For example, starting your PSA off with something like, "I'm a white male and am never asked to speak for all the people of my racial group".

Getting ready to write your PSA:

1. **Choose points to focus on**. Don't overload the viewer or listener with too many different messages. List all the possible messages you'd like to get into the public mind, and then decide on the one or two most vital points. Perhaps you have enough ideas that would be better expressed in multiple PSAs rather than one.

2. **Brainstorm.** This is also a good time to look at other PSAs. Online resources can be Googled for PSA examples to study. Get together with your colleagues to toss around ideas about ways to illustrate the main point(s) you've chosen. If possible, include members of your target group in this process.

3. **Check your facts.** It's extremely important for your PSA to be accurate. Any facts must be checked and verified before submitting the PSA. Is the information up-to-date?

4. **Collaborate.** You can submit your PSA as a team. Some of you are better writers and others better with images. The editor is a crucial contributor to the pacing of the information. The sound person realizes the significance of its addition and the role that silence can play. Put all these skill to work through various partners.

Work with one another. Staff and faculty should consider working with their children as collaborators. Each individual or team may submit up to three PSAs for the competition. You must identify the names of all who worked on the PSA and identify their contributions. Basic guidelines for PSA format:

Length of PSA	Number of Words
30 seconds	60-75
90 seconds	150-225

Thanks to the Community Tool Box: http://ctb.ku.edu for its modeling of PSA preparation.

Submitting your public service announcement:
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                                    People's Choice Award (TBA)

Guidelines for the preparation of video and audio files

All video should be submitted in Flash video format, all audio should be submitted as MP3. Details for each format are listed below.

You may use any program you want to prepare your piece as long as the final product is rendered in the required format. However, Williams has computer studios where you will find Macs with Final Cut Pro, iMovie and Audacity installed, as well as Windows computers with Premiere Elements and Audacity. Also below are instructions for using each of these applications to produce Flash and MP3 files.

File Formats:

Flash video files should contain video compressed with the ON2 VP6 codec at 1200kbps, and audio compressed as MP3 at 128 or 192kbps.

MP3 audio files should use a constant bit rate MP3 compression of 192kbps.

Audacity (Windows or Mac):

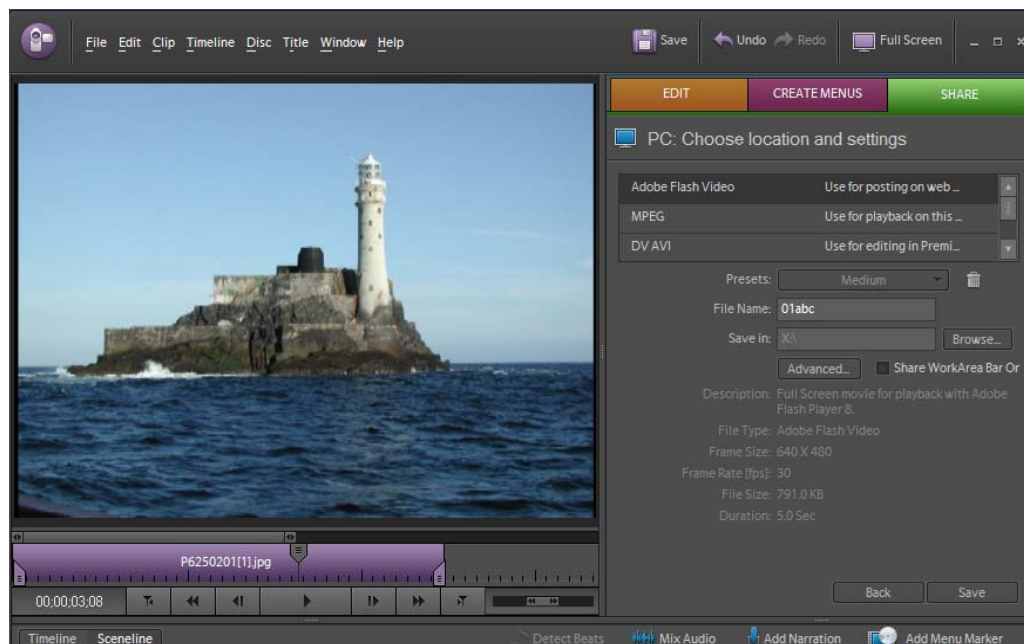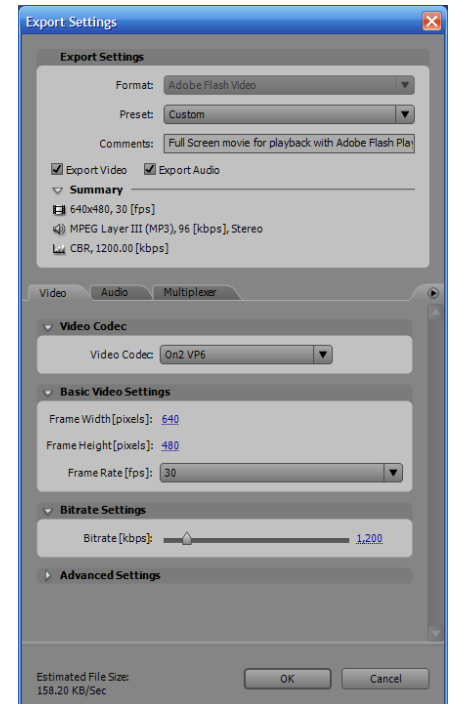Once you've finalized your audio and are ready to turn it into an MP3, in Audacity:

1. Setup the MP3 encoder:
    a. From Windows, on the EDIT menu, select PREFERENCES *or* from a Mac, on the AUDACITY menu, select PREFERENCES.
    b. On the FILE FORMATS tab, select a bit rate of 192.
    c. Click on OK.
2. Export the file:
    a. From the FILE menu, choose EXPORT AS MP3.
    b. Enter a filename and select a location to save the file.
    c. Optionally, complete the ID3 tag information.
3. Submit the finished file.

Premiere Elements (Windows):

Once you've finalized your video and are ready to turn it in an FLV, in Premiere:

1. Click on the green SHARE button in the top left corner.
2. Select the PERSONAL COMPUTER option.
3. From the list at the top choose ADOBE FLASH VIDEO.
4. From the PRESETS list choose NTSC FLASH VIDEO 8 700K.
5. Click on the ADVANCED button.
6. In the new window that opens, for the VIDEO CODEC choose ON2 VP6.
7. Change the BITRATE to 1200.
8. When the window looks like the one to the right, click on OK, change the name of the preset to "NTSC Flash Video 8 1200K" and click OK again.
9.
10. Name the video as your username, and choose a folder on the scratch drive in which to save it.
11. When the screen looks similar to the one below, click on SAVE.
12. When the render completes, submit the finished file.

iMovie (Mac):

Once you've finalized your video and are ready to turn it into an FLV, in iMovie:

1. On the FILE menu, choose EXPORT.
2. Select the icon for QUICKTIME.
3. In the COMPRESS MOVIE FOR box, choose EXPERT SETTINGS.
4. Click SHARE.
5. Enter a name and choose a location for your rendered file.
6. In the EXPORT box choose MOVIE TO FLASH VIDEO as in the example on the right. (NOTE: If this isn't an option on your computer, download and install the Flash program from http://oit.williams.edu/software .)
7. Click OPTIONS.
8. On the PROFILES tab, choose FLASH 8-DV LARGE.
9. On the VIDEO tab, set the MAX DATA RATE to 1200, the VIDEO CODEC to ON2 VP6 and the FRAME RATE to SAME AS SOURCE.
10. When your screen appears similar to the one below, click on OK followed by SAVE.
11. When the render completes, submit the finished file.
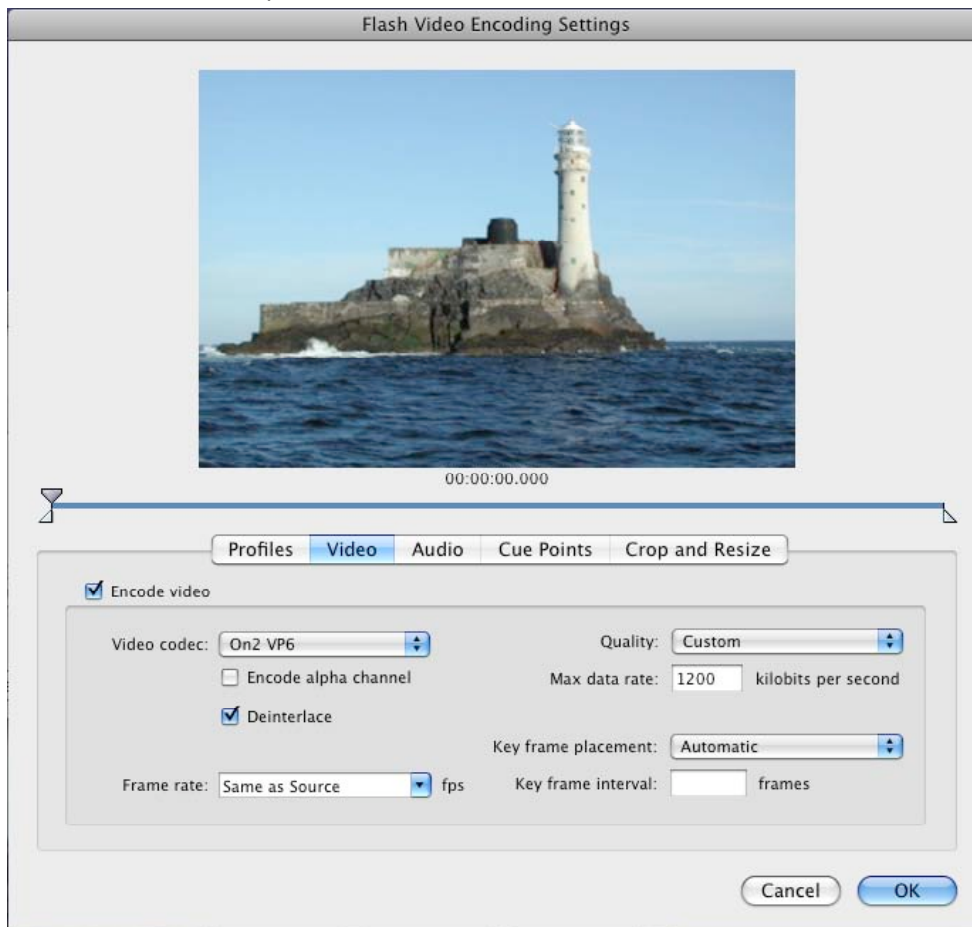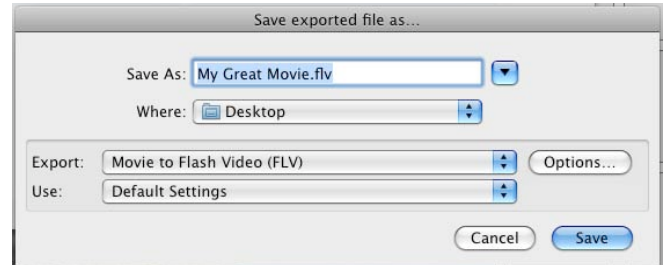
Final Cut Pro (Mac):

Once you've finalized your video and are ready to turn it into an FLV, in Final Cut:

1. On the FILE menu, choose EXPORT, then USING QUICKTIME CONVERSION.
2. Enter a name and choose a location for your rendered file.
3. In the FORMAT box, choose FLASH VIDEO. (NOTE: If this isn't an option on your computer, download and install the Flash program from http://oit.williams.edu/software .)
4. When your screen appears similar to the one on the right, click the OPTIONS button.
5. On the PROFILES tab, choose FLASH 8-DV LARGE.
6. On the VIDEO tab, set the MAX DATA RATE to 1200, the VIDEO CODEC to ON2 VP6 and the FRAME RATE to SAME AS SOURCE.
7. When your screen appears similar to the one below, click on OK followed by SAVE.
8. When the render completes, submit the finished file.