

2010 Community Cable 9 Short Video Contest

Contest Details and Submission Guidelines

General Rules

Northwestel is accepting short video submissions for the 2010 Community Cable 9 Short Video Contest.

Contest is open to all residents of Yukon and Northern BC.

Community Cable 9 is a channel open to all members of the community, and preference for entry will be given to videos containing a minimal amount of coarse language or mature subject matter. Only Official Entries will be eligible for viewing and prizes and Northwestel has the sole right to determine if the video content matter is suitable for contest entry.

No purchase necessary to enter the contest. A purchase or particular response does not improve your chance of winning.

Entrants must be legal residents of Canada. Employees of Northwestel, its parent company, subsidiaries, affiliated companies, and agents and the immediate family (defined as parents, spouse, children, siblings, grandparents) of such employees, and all those with whom such employees are domiciled, are NOT eligible.

Submission Guidelines

In order to submit a video for consideration as an Official Entry, please complete the following steps:

1. Create a digital file of your video based on the preferred Cable 9 Video File Format Guidelines that are available at nwtel.ca/communitytv.
2. Create a "data disc" containing your video file in its native file format. Do not use DVD authoring software to create your disc.
3. Deliver your disc to Community Cable 9 in Whitehorse by either:
 - a. Dropping it off at the station at #203 – 4103 4th Avenue, Whitehorse, YT. We are located across from the RCMP station, upstairs next to CKRW radio and are open Monday to Friday, 8:30 am to 5pm.
 - b. Mail us your disc post-dated no later than Aug 31, 2010 to the following address:
Community Cable 9 Video Contest
c/o Northwestel Inc.
Box 2727
Whitehorse, YT Y1A 4Y4

A submission will be considered to be an Official Entry in the contest if the following criteria are met:

1. The entry is received prior to the contest submission deadline of August 31, 2010 at 5pm PST, or is post-dated no later than August 31, 2010.
2. The video has a program length of 15 minutes or less.
3. The submission is accompanied by a signed 2010 Community Cable 9 Short Video Contest Release Form. The form is available for download at www.nwtel.ca/communitytv. Minors under the age of 19 must have the release form signed by a parent or guardian.
4. The video meets CRTC television broadcast standards for appropriate content. Northwestel retains the sole right to determine if the content is suitable for entry in the contest.

All discs received will remain the property of Northwestel and will not be returned.



Entrants are welcome to submit more than one submission for consideration.

Viewing of Official Contest Entries

All Official Entries will be available for viewing starting September 1, 2010 on Community Cable 9 in Whitehorse and through the Northwestel Digital Cable Video-on-Demand platform. The schedule for Video Contest entry viewing will be posted on the channel.

Winning Entries

All Official Entries will be evaluated on a combination of audience voting (50%) and a panel of independent judges (50%) who will award prizes based on the following criteria:

- A panel of independent judges appointed by Northwestel will judge each entry based on following concepts. The scoring by the judges will constitute 50% of the final scoring.
 - Overall production quality that includes good techniques of camera, lighting, sound, and post-production.
 - Overall concept development.
- Audience voting will constitute 50% of the final scoring of each entry.
 - Audience will be encouraged to vote for their favourite entries by sending an email to videocontest@nwtel.ca and rating each entry with a score of 1 (lowest) to 5 (highest). Only one vote per email address will be accepted.

Prize Details

- Prizes will be awarded at a special viewing event that will take place in Whitehorse no later than October 31, 2010. All prize winners not in attendance will be notified by email or phone.
- One Grand Prize will be awarded consisting of a \$2500 MacBook Gift Certificate from Media Solutions, the Whitehorse-based Apple Computer dealer. The gift certificate can be used to purchase a MacBook through Media Solutions. No cash value will be awarded.
- Four Runner-Up Prizes will be awarded for the best entry (not including the Grand Prize winner) in the categories listed below. Each Runner-Up Prize will consist of a \$250 Gift Certificate from the Source that can be redeemed at any Source location in Canada.. No cash value will be awarded.
 1. Audience Favourite – the film that receives the most votes submitted from the public. The panel of judges will not vote on the winner of this category.
 2. TV Show – best entry with a format common to the TV genre
 3. Journalism / Documentary
 4. Short Film
- Up to five Honourable Mention prizes will be awarded consisting of a \$50 Gift Certificate from Media Solutions in Whitehorse. No cash value will be awarded.
- Odds of winning a prize will be based on the number of Official Entries.
- Only one prize will be awarded to any Official Entry.