

Frost School “Be on TV!” Commercial Competition  
Sponsored by the Plymouth State University  
Frost School of Continuing and Professional Studies

**Goals of the Competition**

- **Develop potential television commercials promoting the Frost School of Continuing and Professional Studies**
- **Provide the opportunity for PSU students to develop and create real-life marketing piece utilizing their film and media production talents**
- **Increase awareness of the Frost School among PSU constituents and the public**
- **Provide students with the opportunity to add to their portfolios and resumes with recognition for outstanding work**

**Competition Guidelines:**

1. Official participants are asked to create and submit EITHER a 15-second -OR- a 30-second television commercial (exact timing; includes any sound or image fading up/down at beginning or end) that **explains and promotes the Frost School of Continuing and Professional Studies at Plymouth State University.**
2. Official participants must be currently enrolled at Plymouth State University
3. Official submissions must be submitted by 12:00 noon on Monday, November 19, 2007 to either

Fawn Ouellette, Administrative Assistant, Communication Studies  
Hyde Hall, Room 222

Or

Tamara Cocchiarella, Administrative Assistant, Frost School of Continuing and Professional Studies  
116 Speare

4. Submissions must demonstrate solid understanding and application of video production and editing processes and principles.
5. Submissions must not contain any copyrighted images or sounds for which their creator(s) do(es) not have explicit, written permission from the copyright holder to include. (If applicable, you must include all relevant written permission materials along with your submission.) The Plymouth State University and Frost School logos may be utilized in compliance with guidelines established by Public Relations (separate attachment).
6. Participants are asked to submit a *copy* of their completed commercial in a digital format—either tape or DVD—since submissions will not be returned.
7. Submissions must be labeled with all of the following information:  
(a) title of the commercial; (b) name(s) of the commercial’s creator(s); and (c) total running time (TRT).

### **Selection of Winning Commercials**

- Entries will be displayed on You Tube for campus community and public input. The submissions with the greatest number of votes will be the finalists from which the PSU team of judges will select the two first place and two second place winners.
- Competitive submissions will be judged on creativity, marketing effectiveness (understanding of target market and potential to connect with the target audience to achieve desired response), technical mastery, and strict adherence to the competition guidelines specified above.
- 1st Place awards of \$200 will be given for the best 15-second and the best 30-second commercial and second place awards of \$100 will be given for each category. Awards will be announced at a special gala event featuring all the finalists.
- The decision of the competition judges, who will select the winning entry from all of the submissions meeting the competition guidelines specified above, will be final.