

Emerging Professional PSA Competition

CRITERIA

Who may apply? Local college, university and technical school students are invited to showcase their creativity and talent. Students studying a variety of disciplines, but not limited to, film studies, broadcast journalism, environmental sciences, theatre arts, marketing, advertising, public relations are welcome to apply.

Complete an application/entry form online at <http://www.raleighnc.gov/home/content/AdminServSustain/Articles/EnvironmentalAwards.html> on or before January 31, 2012. Final Video submissions should be saved to a DVD-R postmarked on or before February 29, 2012. If you will be submitting more than one 30-second PSA, please save each PSA on a separate DVD-R.

Mail Videos to: Carolyn Dumas, REF: 2012 Environmental Awards PSA Competition, City of Raleigh Public Utilities Department, P.O. Box 590, Raleigh, NC 27602

or

Deliver Videos to City of Raleigh Public Utilities Department, One Exchange Plaza, Suite 620, Raleigh, NC, ATTN: Carolyn Dumas

Topics for PSA Competition

- 1) Value of Utility Services (Water and Wastewater)/Value of Tap Water
- 2) Water Conservation/Water Efficiency
- 3) Fat Free Sewers: Keeping Fats, Oils and Grease out of sewer pipes
- 4) Drought

- Student Team should write and produce an original 30-second PSA
- Your team may submit up to three (3) 30-second PSAs to be considered
- The City of Raleigh Public Utilities slogan "Our Water, Our Future" should be included in the PSA
- Please see acceptable video and audio formats below

Awards – The "Donna Jackson Trailblazers Award"

PSAs will be judged by a panel of judges.

- 1st Place team will be awarded \$1,500.00
- 2nd Place team will be awarded \$750.00
- 3rd Place team will be awarded \$500.00

Winners will be honored at an awards ceremony scheduled for April 24, 2012 at the museum of Natural Sciences. Winning PSAs will be used as part of the city's outreach and education program and could be broadcasted on local TV channels and on the internet.

The "Donna Jackson Trailblazers Award" is named in recognition of Donna Jackson, a City of Raleigh Retiree who set forth creativity in her performance, dedication to leadership and professional commitment to public service during her 28 years with the City. This award celebrates a woman who has made a significant impact in the Triangle area's Civil Engineering community and is a role model for the next generation of engineering leaders.

If you have questions, or for more information contact:

Carolyn Dumas, Public Information Manager
City of Raleigh Public Utilities Department, P.O. Box 590, Raleigh, NC 27602
carolyn.dumas@raleighnc.gov
(919) 996-3473

Acceptable Video Formats



The MP4 format is the new and upcoming format for internet video. It is supported by YouTube, Flash players and HTML5.

Format	File	Description
AVI	.avi	The AVI (Audio Video Interleave) format was developed by Microsoft. The AVI format is supported by all computers running Windows, and by all the most popular web browsers. It is a very common format on the Internet, but not always possible to play on non-Windows computers.
WMV	.wmv	The Windows Media format is developed by Microsoft. Windows Media is a common format on the Internet, but Windows Media movies cannot be played on non-Windows computer without an extra (free) component installed. Some later Windows Media movies cannot play at all on non-Windows computers because no player is available
MPEG	.mpg .mpeg	The MPEG (Moving Pictures Expert Group) format is the most popular format on the Internet. It is cross-platform, and supported by all the most popular web browsers.
QuickTime	.mov	The QuickTime format is developed by Apple. QuickTime is a common format on the Internet, but QuickTime movies cannot be played on a Windows computer without an extra (free) component installed.
RealVideo	.rm .ram	The RealVideo format was developed for the Internet by Real Media. The format allows streaming of video (on-line video, Internet TV) with low bandwidths. Because of the low bandwidth priority, quality is often reduced.
Flash	.swf .flv	The Flash (Shockwave) format was developed by Macromedia. The Shockwave format requires an extra component to play. But this component comes preinstalled with web browsers like Firefox and Internet Explorer.
Mpeg-4	.mp4	Mpeg-4 (with H.264 video compression) is the new format for the internet. In fact, YouTube recommends using MP4. YouTube accepts multiple formats, and then converts them all to .flv or .mp4 for distribution. More and more online video publishers are moving to MP4 as the internet sharing format for both Flash players and HTML5.

Acceptable Sound Formats

Format	File	Description
MIDI	.mid .midi	<p>The MIDI (Musical Instrument Digital Interface) is a format for electronic music devices like synthesizers and PC sound cards. MIDI files do not contain sound, but digital musical instructions (notes) that can be played by electronics (like your PC's sound card).</p> <p>Since MIDI format only contains instructions (notes), MIDI files are extremely small. The example above is only 23K in size but it plays for nearly 5 minutes. MIDI is supported by many software systems over a large range of platforms. MIDI is supported by all the most popular Internet browsers.</p>
RealAudio	.rm .ram	The RealAudio format was developed for the Internet by Real Media. The format also supports video. The format allows streaming of audio (on-line music, Internet radio) with low bandwidths. Because of the low bandwidth priority, quality is often reduced.
Wave	.wav	The Wave (waveform) format is developed by IBM and Microsoft. It is supported by all computers running Windows, and by all the most popular web browsers (except Google Chrome).
WMA	.wma	The WMA format (Windows Media Audio), compares in quality to MP3, and is compatible with most players, except the iPod. WMA files can be delivered as a continuous flow of data, which makes it practical for use in Internet radio or on-line music.
MP3	.mp3 .mpga	MP3 files are actually the sound part of MPEG files. The MPEG format was originally developed for video by the Moving Pictures Experts Group. MP3 is one of the most popular sound formats for music. The encoding system combines good compression (small files) with high quality. Expect future software systems to support it.