



## **The “Real Steel” 2015 Marketing Video Challenge**

### Background

The Association for Iron & Steel Technology (AIST) Foundation provides scholarships and grants to university engineering students and their instructors to encourage interest in the steel industry. The current image of the industry as perceived by young people and educators greatly impacts the progress of these programs. The Foundation’s University-Industry Relations Roundtable (UIRR) recognizes the need to market the iron and steel industry to young people in a manner that is appealing and informative.

### Contest Overview

The goal of this contest is to challenge students to research the steel industry and produce a three-minute original video that helps to brand the industry as a potential career field. The video should educate young viewers about the steel industry, while emphasizing one or more of the following points:

- 1) Ways that steel impacts our lives
- 2) New technologies in steelmaking
- 3) Safety awareness
- 4) Career opportunities for young people in high-tech positions
- 5) Environmental consciousness
- 6) Energy conservation (including recycling and waste management)

Contest participants will compete for cash prizes. The team is responsible for developing a Branding Strategy (short narrative) on how their entry will meet the goals set forth, which should be submitted with the team’s Entry Form.

A teacher/faculty member at the school must serve as the Faculty Sponsor for each entry. Faculty Sponsors may include this contest as part of their class curriculum, or as a separate activity for their students. One student on the team will serve as the Student Captain, who is responsible for composing an Overview (submitted with the Entry Form) that includes: the concept idea for the project, the students to be involved, steps to complete the project (including a timeline for completion) and a detailed description of the costs involved.

### Eligibility Requirements

The contest is open to all high school students (grades 9–12), post-secondary trade/technical school students, and college and university students. There is no limit to the number of entries that may be submitted from students at a school.

### Selection Process

The UIRR will form a special contest committee, which will evaluate the videos based on the integration of key elements identified in the Contest Overview section above.

## Prizes

A total of up to five (5) prizes of \$1,000, and one (1) prize of US\$3,000 for the overall best video, may be awarded. Prizes are issued in a single check and should be divided among project team members.

## Contest Timeline

Call for Entries .....	1 August 2014 – 31 October 2014
Deadline to Submit Entry Form .....	31 October 2014
Deadline to Submit Video .....	31 December 2014
Judging .....	1 February 2015 –15 March 2015
Notification of Winners .....	1 April 2015

## Submission Requirements

In order for a contest submission to be eligible, the Faculty Sponsor or Student Captain must submit the completed Entry Form via email by 31 October 2014.

Videos must be postmarked by 5 p.m. EST on 31 December 2014. Any entries postmarked after the deadline will not be included in the competition. Disks submitted must be labeled with the complete school name, title of video, student captain's name, student captain's email address and length of video. The final product should be a single video file that plays when opened using Windows Media Player (it should not contain a DVD title page with a "Click here to play," message, etc.). Disks should be mailed to:

**Chris McKelvey  
AIST  
186 Thorn Hill Rd.  
Warrendale, PA 15086 USA**

## Resources

A Directory of AIST Member Chapters is provided in this material, detailing technical experts in the steel industry who will serve as a resource to schools that are creating video(s). It is recommended that the video should be viewed by an AIST member (listed in the directory on page 5) for accuracy in its depiction of the steel industry prior to submission.

AIST is also providing photos from member companies in a free online library for you to get started in the production of videos for this contest. The photos have received appropriate permission/release for use in this contest. You may find others images on the Internet.

<http://www.aist.org/students-faculty/contests/aist-foundation-video-challenge/image-gallery>

## Video Requirements

- Each Submission must be no longer than three minutes (180 seconds) in length.
- Contestants will be required to review and agree to Contest Rules as outlined herein.

- c) After agreeing to the Contest Rules, the Entrant will be required to submit the contest Entry Form.
- d) Prizes will only be awarded at the discretion of the contest judges, for the best videos they feel meet the contest criteria.
- e) The Submission must be your own original work, created solely by you. It must not have been previously published, released or distributed in any form; must not have won any award; and must not infringe the copyright, trademark, privacy, publicity, or other personal or proprietary rights of any person or entity.
- f) Music used in the submission must not violate copyright laws or require any additional clearances for AIST to use or post on public websites or to use in public forums of any kind.
- g) Narration of videos should be in English.
- h) The Submission must not contain or reference any names, products or services of any company or entity or any third party trademarks, logos, trade dress or promotion of any brand, product or service — unless permission is obtained in writing and submitted with entry.
- i) If any persons appear or are referred to in the Submission, you are solely responsible for obtaining consent prior to submitting your video. Formal submission of your video will represent any required clearances. In the event where clearances are not covered, video submission will be disqualified from the competition.
- j) Submissions that are lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, or Submissions that otherwise contain inappropriate content or objectionable material may not be submitted and may be removed at any time at AIST's discretion.
- k) The Submission must not contain any personally identifiable information during the video itself. School name, etc., should appear in a separate introduction on the disk, prior to the actual video content.
- l) You may not be, nor may you work with, parties in conjunction with your Submission who are: (1) represented under contract (e.g., by a talent agent or manager) that would limit or impair AIST's ability to display your Submission in any media form; (2) subject to an acting or modeling contract that would make your/their appearance in the Submission a violation of any third-party rights; or (3) under any other contractual relationship, including but not limited to guild and/or union memberships, that may prevent AIST from being able to use the Submissions worldwide in all media in perpetuity on a royalty-free basis, without any payment or fee obligations.

AIST reserves the right, at its discretion, to disqualify any submission that it believes violates or potentially violates any governing laws, foregoes contest requirements or otherwise fails to comply with any provision of these Official Rules. The decisions of AIST on this and all matters pertaining to the Contest shall be final and binding with no right of appeal.

Entrants agree to indemnify and hold AIST harmless from and against any suits, claims, losses, damages and expenses, including reasonable attorney fees that may arise from or in connection with any Entrant's Submission and the use and or display of the Entrant's Submission.

#### DVD Format

All video files should be submitted on a CD or DVD.  
 Aspect ratio should be 16:9.  
 Resolution should be at least 1280 x 720 pixels.  
 Format should be Compressed Windows Media File.

#### Other Conditions

AIST is not liable for any injuries, broken equipment, or materials and services purchased and/or used by the participants during video production. Participant assumes all responsibility for damages, injuries and cost. AIST reserves the right to broadcast entries once submitted. Forms of broadcast include, but are not limited to, streaming on the AIST and Material Advantage websites, YouTube or similar sites. By submitting a video, the

participants grant all rights, title and interest to AIST in broadcasting, but still maintain ownership of the video concept. AIST is not responsible for copyright errors made in the videos.

*For answers to questions about this contest, please email  
Chris McKelvey at the Association for Iron & Steel Technology:*

*CMcKelvey@aist.org, or call +1.724.814.3076*

## TECHNICAL RESOURCES

*We are pleased to offer the following directory of Association for Iron & Steel Technology members who will answer questions you may have about the manufacturing and processing of steel. Please feel free to contact the individual on the list below in the Member Chapter closest to your school. A directory of AIST Member Chapters is available at:*

<http://www.aist.org/local-member-chapters>

Name	Company	Chapter	Phone	Email
April Pitts	Nucor Steel Tuscaloosa, Inc.	Birmingham	205-562-1395	<a href="mailto:april.pitts@nucor.com">april.pitts@nucor.com</a>
John Tomasaitis	Severstal Dearborn	Detroit	313-317-6700	<a href="mailto:john.tomasaitis@severstalna.com">john.tomasaitis@severstalna.com</a>
Cliff Chatman	ArcelorMittal Burns Harbor	Midwest	219-787-2713	<a href="mailto:cliff.chatman@arcelormittal.com">cliff.chatman@arcelormittal.com</a>
Don Salsbury	R.E. Warner & Associates Inc.	Northeastern Ohio	440.835.9400	<a href="mailto:dsalsbury@rewarner.com">dsalsbury@rewarner.com</a>
Wayne Thompson	Opta Minerals	Northern	519.720.9664 x222	<a href="mailto:wthompson@optaminerals.com">wthompson@optaminerals.com</a>
Chuck Berrier	Cascade Steel Rolling Mills, Inc.	Northwest	503.437.0113	<a href="mailto:cberrier@schm.com">cberrier@schm.com</a>
Grant Thomas	AK Steel Research	Ohio Valley	513-425-5690	<a href="mailto:grant.thomas@aksteel.com">grant.thomas@aksteel.com</a>
Jose DeJesus	Xtek Inc.	Philadelphia	484-767-7169	<a href="mailto:jose.dejesus@xtek.com">jose.dejesus@xtek.com</a>
PK Ghosh	Gerdau Sayreville Mill	Philadelphia	732.570.2766	<a href="mailto:PK.Ghosh@gerdau.com">PK.Ghosh@gerdau.com</a>
Bernie Marrese	Universal Stainless and Alloy Products	Pittsburgh	412.257.7010	<a href="mailto:b.marrese@univstainless.com">b.marrese@univstainless.com</a>
Liz Hunter	California Steel Industries	Southern California	909.350.5902	<a href="mailto:liz.hunter@californiasteel.com">liz.hunter@californiasteel.com</a>
Rob Fyalka	U. S. Steel - Granite City Works	St. Louis	618.451.4141	<a href="mailto:rafyalka@uss.com">rafyalka@uss.com</a>
Billy Grant	Nucor Steel—South Carolina	Globe-Trotters	843.395.8652	<a href="mailto:billy.grant@nucor.com">billy.grant@nucor.com</a>

We also have photos available for your use at the webpage below. Permission to use these photos has been granted by the company(s) and is retained by AIST. You are free to use other photos that you may find (on the Internet and elsewhere), provided that they are not copyrighted.

<http://www.aist.org/students-faculty/contests/aist-foundation-video-challenge/image-gallery>



**The “Real Steel” Marketing Challenge  
ENTRY FORM**

Title of Video Submission: \_\_\_\_\_

Faculty Sponsor: \_\_\_\_\_

Faculty Sponsor Phone Number: \_\_\_\_\_

Faculty Sponsor Email Address: \_\_\_\_\_

Student Captain Name: \_\_\_\_\_

Student Captain Email Address: \_\_\_\_\_

Names of Additional Video Team Members: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

*I hereby agree to all Terms and Conditions as found in The “Real Steel” Marketing Challenge document and on the AIST website and associated links.*

Faculty Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Student Captain Signature: \_\_\_\_\_ Date: \_\_\_\_\_

***Please attach this Entry Form to your Branding Strategy (a short narrative describing the video), render it as a PDF and email it to the address below by 31 October 2014. You will receive an email confirming receipt of your entry into the contest.***

*Email to Chris McKelvey at:*

**cmckelvey@aist.org**