



## The 2019 “Real Steel” 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 educates viewers on “*Latest Innovations in Steelmaking.*” The video should include the following key components:

- How is steel being made lighter weight?
- How is steel being made stronger?
- What innovative new steelmaking technique or process has caught your attention?

Contestants are encouraged to interview steel industry personnel. 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.

### 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–31 October 2018
- Deadline to Submit Entry Form ..... 31 October 2018
- Deadline to Submit Video ..... 31 December 2018

Judging ..... 1 February–15 March 2019

Notification of Winners ..... 1 April 2019

### Submission Requirements

In order for a contest submission to be eligible, the Faculty Sponsor or Student Captain must submit the completed online Entry Form by 31 October 2018.

Videos must be postmarked by 5 p.m. EST on 31 December 2018, or submitted via a Drop Box by the same date and time. 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, written on the disk itself.

The final product should be a ***single video file*** that plays when opened using Windows Media Player. We do not want a DVD (*i.e., your video should not contain a DVD format/title page with a "Click here to play," message, etc.*). A single video file that plays when clicked is required.

Disk should be mailed to:

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

If the file is sent by Drop Box, a confirmation email must be sent to verify the date/time when the file was submitted.

### 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.

### Video Requirements

- a) Each Submission must be no longer than three minutes (180 seconds) in length.
- b) 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) Videos should not contain any identifying information regarding the creators of the video, so that the entry may be judged impartially — without knowledge of who made the video or where it came from. This information will be added later for the entries that win the competition.
- f) 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. Please refer to the "Fair Use" description on YouTube for a thorough explanation of what may be used from the internet: <https://www.youtube.com/yt/copyright/fair-use.html>. Under eligible circumstances, the creator of a video may use various images/clips taken from acceptable sources to *compose* their own unique work.
- g) 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.
- h) Narration of videos should be in English.
- i) 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.

- j) 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.
- k) 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.
- l) 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.
- m) 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.

#### Video File Format

All video files should be submitted on a disk or by Drop Box.

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 individuals on the list below.*

*If the contestant is under 18 years of age, the Faculty Sponsor must be included or copied on all communications.*

First Name	Last Name	Phone	Email Address	Company	AIST Member Chapter
Shannon	Clark	905-548-7200	shannon.clark@arcelormittal.com	ArcelorMittal Dofasco G.P.	Northern Chapter
Donald	Salsbury	216-496-9233	dsalsbury@rewarner.com	R.E. Warner & Associates Inc.	Northeastern Ohio
Thomas	Marks	205-213-1804	thomas.marks@nucor.com	Nucor Steel	Birmingham
Liz	Hunter	843-291-7746	liz.hunter@nucor.com	Nucor Steel	Southeast
April	Pitts-Baggett	205-799-5779	april.baggett@nucor.com	Nucor Steel	Birmingham
Juan	Rodrigues		jcrodriguesg@ternium.com.mx	Ternium	Mexico
Lothar	Birkhäuser	199-528-3648	lothar.birkhaeuser@vallourec.com	Vallourec Soluções Tubulares do Brasil	Brazil
Jose	De Jesus	484-767-7169	Jose.dejesus@xtek.com	Xtek Inc.	Philadelphia