

# ARE YOU ONE OF TOMORROW'S HOT NEW DIRECTORS?

## THE NINTH ANNUAL **NEW DIRECTORS** SEARCH IS ON!

ENTER SHOOT'S NEW DIRECTORS SEARCH TODAY AND FIND  
OUT IF YOU HAVE WHAT IT TAKES TO BE A HOT NEW DIRECTOR!



## OFFICIAL 2011 WORK ENTRY FORM

FOR ADDITIONAL PDF FORMS GO TO: [WWW.SHOOTONLINE.COM/GO/SEARCH](http://WWW.SHOOTONLINE.COM/GO/SEARCH)  
ONLINE ENTRY AVAILABLE: FOR ENTRIES WITH 1-3 PIECES OF WORK  
AND WITH CREDIT CARD PAYMENT [CLICK HERE FOR NEW ONLINE ENTRY FORM](#)

### WORK THAT IS ELIGIBLE TO ENTER:

**CATEGORY 1: Traditional Broadcast** (including: television spots, spec work, cinema ads, branded content, music videos, trailers broadcast promos)

**CATEGORY 2: Alternative Media Content** (including: webisodes, spots created for online, mobile-phone content, in-game ads, advergaming, virals, alternate reality-gaming ads, ads created for PDAs)

**CATEGORY 3: Film/TV Entertainment Content** (including: feature films, independent films, short films, TV programs)

**ELIGIBILITY REQUIREMENTS YOU ARE ELIGIBLE TO ENTER IF:** have been directing any type of advertising or entertainment professionally LESS than 3 years. The work you submit on this entry form MUST have been completed during the fifteen month period of January '10-March '11. **VERY**

**IMPORTANT NOTICE:** Please do NOT enter if you do not fit the criteria!! It's inevitably discovered if a director has been directing longer than the entry criteria and if work is older than the entry criteria. Disregarding the entry rules is embarrassing for the director and not fair to those who qualify. We greatly appreciate your cooperation in providing this great opportunity to those who fit the entry criteria. Thank you!

**DEADLINE:** Entry period is January 1 through April 4, 2011 (**Entries MUST be postmarked by April 4th-this is the final deadline!**)

**SUBMISSION FEE:** \$85.00: first piece of work. Please add \$35.00 for each additional piece of work submitted.

(A check made out to SHOOT, credit card or bank wire transfer info. & work on DVD MUST accompany submission form/forms) **IMPORTANT:** Excerpts from shorts, Longform film and other entertainment fare should be edited to no more than 5 minutes before submitting (or submission form must clearly specify what 5 minutes should be viewed). Also, please include a second DVD with a web quality duplicate of the entry in Quicktime format--it should be 320 x 240 and under 5 megabytes in size. Please refer to page 3 for information on submitting your work.

### NEW DIRECTORS SHOWCASE REEL

SHOOT editors will review and select the 25-30 best pieces of "work" to be featured on SHOOT's 2011 New Directors Showcase Reel that will be screened for an audience of 400+ advertising & entertainment production decision-makers at SHOOT's 9th Annual New Directors Showcase Event at the DGA (Directors Guild of America) Theater on Tuesday, May 10th in New York City immediately following The SHOOT Directors & Producers Symposium. The Showcase Directors are invited to attend and all who do will be asked to stand up from the audience while their name is announced. Six of the directors will be invited to appear on the panel discussion before or after the screening. All the directors chosen for the reel will be profiled in SHOOT's May 6th issue (profiles also appear in the PDF version, The SHOOT >e.dition, and on SHOOTonline.com). In addition to SHOOT's readers around the globe, the issue will be given to guests at event. The event (screening, panel discussion and after party) will be featured in the June 17th issue of SHOOT and the reel will be posted on SHOOTonline.com for the worldwide advertising and entertainment production community to view. **The selected directors' chosen work receives an enormous amount of career-building exposure!**

Name of Director/production company affiliation: \_\_\_\_\_

Person submitting work (if different from above), title and company: \_\_\_\_\_

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

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**CATEGORY 1: TRADITIONAL BROADCAST** (Television Spots, Spec Work, Cinema Ad, Branded Content)

(Provide the following information for each piece of work submitted; attach additional sheet, if needed, for multiple entries)

Title: \_\_\_\_\_ Client: \_\_\_\_\_

Agency: \_\_\_\_\_

Contact (Client and/or Agency) with phone number: \_\_\_\_\_

ProductionHouse: \_\_\_\_\_

Editor and his/her company affiliation: \_\_\_\_\_

DP: \_\_\_\_\_ Date on which the spot was completed: \_\_\_\_\_

Length of entry (:30, :60, etc): \_\_\_\_\_

This work is a: \_\_\_\_\_ Television Spot, \_\_\_\_\_ Spec Spot, \_\_\_\_\_ Cinema Ad, \_\_\_\_\_ Branded Content

**CATEGORY 2: ALTERNATIVE MEDIA CONTENT** (Webisodes, Spots Created For Online, Mobile-phone Content, In-game Advertising, Advergaming, Virals, Alternate Reality Gaming, Ads Created For PDA's)

(Provide the following information for each piece of work submitted; attach additional sheet, if needed for multiple entries.)

Title: \_\_\_\_\_ Date work was completed: \_\_\_\_\_

GamingCompany: \_\_\_\_\_

Website URL: \_\_\_\_\_ Is this URL still active?: \_\_\_\_\_

Client contact and phone number (if applicable): \_\_\_\_\_

ProductionHouse: \_\_\_\_\_

Editor and his/her company affiliation: \_\_\_\_\_

DP: \_\_\_\_\_ Length of Entry: \_\_\_\_\_

**CATEGORY 3: OTHER** (Music Videos, Short Films, Feature Films, TV Programs)

(Provide the following information for each piece of work submitted; attach additional sheet, if needed, for multiple entries.)

Title: \_\_\_\_\_ Date work was completed: \_\_\_\_\_

Client/Label: \_\_\_\_\_ Prodn. House: \_\_\_\_\_

Editor and his/her company affiliation: \_\_\_\_\_

DP: \_\_\_\_\_ Length of Entry: \_\_\_\_\_

Festivals at which the short/feature has been showcased: \_\_\_\_\_

**CERTIFICATION:** I confirm that the director and his/her entries meet all of the eligibility requirements. I am authorized to make this certification on behalf of the director/company/submitter.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_ Enclosed is my check for \$\_\_\_\_\_, payable to SHOOT. Please bill my credit card: \_\_\_ Visa \_\_\_ Mastercard \_\_\_ American Express \_\_\_ Discover

Name on Credit Card (if different than above) \_\_\_\_\_

Card Account #: \_\_\_\_\_ security code: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Signature: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

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

**MAIL SUBMISSION FORM, PAYMENT & ENTRY (on DVD) TO:**

SHOOT • 256 Post Road East, Suite 206 • Westport, CT 06880 • USA • Attention: New Directors Entry  
QUESTIONS: SHOOT's East Coast Office (203/227-1699 ext. 13) or West Coast Office (323/960-8035 ext. 6681)

**FOR ONLINE ENTRY & ADDITIONAL PDF ENTRY FORMS GO TO: [WWW.SHOOTONLINE.COM/GO/SEARCH](http://WWW.SHOOTONLINE.COM/GO/SEARCH)**

## HOW TO PREPARE YOUR WORK FOR SUBMISSION

### WE WILL NEED YOUR WORK SUBMITTED AS FOLLOWS

I. Please prepare high quality player **DVD** in **NTSC** format:

Encapsulation (mux): \*mpeg ps\* up to 10.08 Mbps total for everything.

#### • VIDEO:

- Resolution of \*720x480\* (Full D1), \*704x480\*, \*352x480\* (Half D1)
- \*29.97\* frames/sec

#### • AUDIO:

- Up to 8 audio tracks in the following formats. At least one track must be in a52 or raw.
- \*mp2a\* Standard MPEG Audio.
- \*a52\* AC3 Dolby Digital
- DTS Audio
- PCM Uncompressed (\*raw\*)
- Format: \*48000 Hz\*, 32 - 1536 kbps

Please note: a video file burned onto a DVD that's formatted as a data disc does not count as a DVD quality video.



II. We will also need a QuickTime video for Internet Streaming submitted on a separate DVD as follows:

#### VIDEO:

Compression: H264  
Quality: Medium  
Key Frame Rate: 24  
Frame Reordering: Yes  
Encoding Mode: Multi-pass  
Dimensions: 320 x 240  
Scale: Letterbox

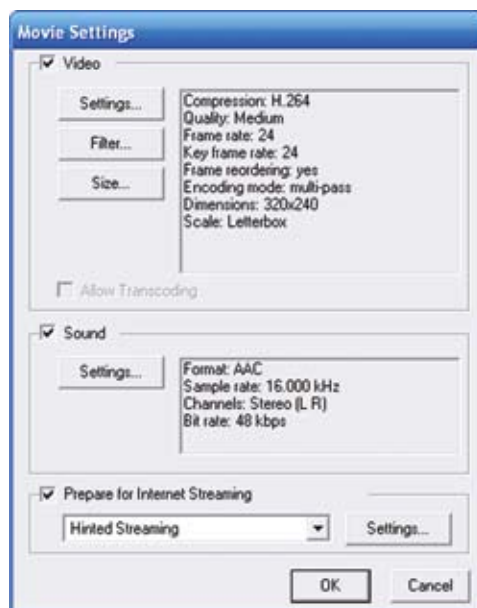
#### SOUND:

Format: AAC  
Sample Rate: 16.000 kHz  
Channels: Stereo (L R)  
Bit Rate: 48 kbps

30-45 second spots average from 1-3 megabytes. Longer pieces of work average 4-5 megabytes. For long form work, please limit excerpt to no more than 10 megabytes

If you are submitting multiple pieces of work, you may submit all on one player DVD and one DVD with all the QuickTime videos.

If you have any questions about how to prepare the player DVD or separate DVD with QuickTime, please contact **Mike Morgera** at **203/227-1699, ext 11** or **mmorgera@shootonline.com**



*This example uses Apple Quicktime Pro*

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