Public Access Promotional Video Contest
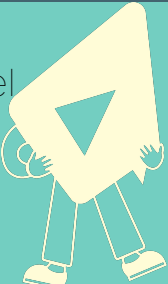
Albuquerque **C**ommunity **M**edia

ALBUQUERQUE
COMMUNITY
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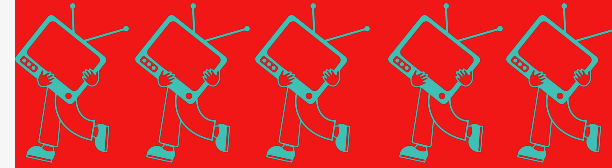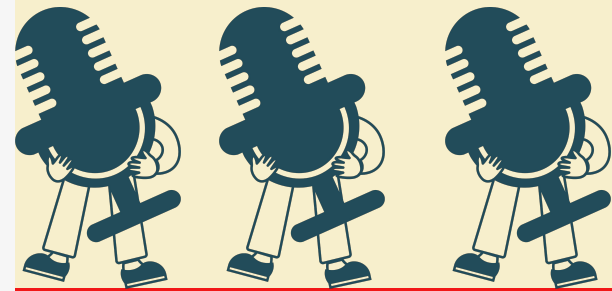
ALBUQUERQUE
COMMUNITY
MEDIA

16 Government Channel
27 Public Access
26 Local and Original
96 Education

🎥 **Calling All Albuquerque Creatives!** 🎥

Think you've got what it takes to make an unforgettable promotional video for Public Access and win a CASH PRIZE? Here's your chance! Albuquerque Community Media (ACM) is hosting a Public Access Contest to highlight the talent and creativity of our amazing city!

The goal is to create a promotional video that highlights Albuquerque's Public Access Channels!

CONTEST DATES
## FEB 6TH- MARCH 20TH

PRIZES

30-Second Promotional Videos::
🥇 $1,000 for 1st Place
🥈 $500 for Runner-Up

60-Second Promotional Videos:
🥇 $1,000 for 1st Place
🥈 $500 for Runner-Up

RULES

- Submit as many as you'd like! Each 30-second and 60-second videos must be a unique concept—**no cutting one down to fit.**
- All crew and talent must be **Albuquerque locals**.
- No full nudity (blurring allowed), no bad words (bleeping allowed), and no drug use.
- Adhere to our style guide (font, color scheme, and logos).
- Filming in Studio 519 and using its equipment is **optional** and free for participants!
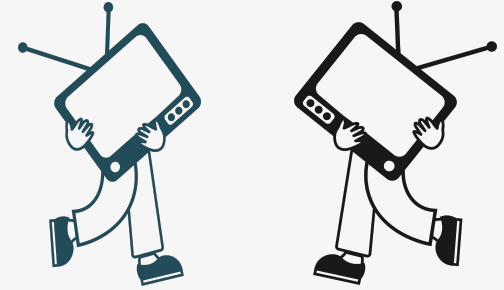
WHERE WILL MY VIDEO AIR?

- Social media platforms
- ACM website and YouTube
- Local public access channels: 16, 26, 27, and 96
- 🎉 Viewing Party: Celebrate with us as we announce the winners and showcase the selected commercials in early April!

ACM Video Contest 2025 Judging Rubric	Score of 3	Score of 2	Score of 1	Score of 0
Time Limit	MEETS the 60 or 30 second Video submission guideline.	OVER the 60 or 30 second Video submission guideline.	UNDER the 60 or 30 second Video submission guideline.	Did not meet the submission guideline.
Theme	ACCURATELY highlights the wide range of resources, creators and diversity of the Public Channels.	Does a GOOD job and highlights the wide range of resources, creators and diversity of the Public Channels.	Does a FAIR job and highlights the wide range of resources, creators and diversity of the Public Channels.	DOES NOT highlight resources, creators and diversity of the Public Channels.
Production	ALL sound and visual elements coincide with the video's message.	MOST sound and visual elements coincide with the video's message.	SOME sound and visual elements coincide with the video's message.	Sound and/or visual elements DISTRACT from the video's message.
Creativity	Video is original, creative and unique.	Video has SOME original thought and is moderately creative.	Video has MINIMAL original thought & creativity.	Video DOES NOT show original thought or creativity.

ACM

Albuquerque Community Media is **for the community, by the community.** Studio 519 is your creative hub, offering free resources to bring your vision to life.

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WHY ARE WE DOING THIS?

We want to show off Albuquerque public access, highlight the range of local talent, and celebrate the vibrant creative community we're so proud of.

✉️ **For more info: Check out https://www.studio519abq.com to book studio time, to watch, and let your imagination run wild!**

LOGOS

ALBUQUERQUE COMMUNITY MEDIA

V01

Style Guide

LINK TO LOGOS

Style Guide

CALL TO ACTION

Every promo video must conclude with a clear call to action, encouraging viewers to engage by: **watching, participating, or creating** by mentioning at least one ACM-related viewing or participation opportunity, such as *"Book Studio 519 at studio519abq.com," "Watch on channels 16, 26, 27, and 96,"* or *"Make your own show or submit content for ACM!"*

Pantone P 7477 C

Pantone P 127-5 C

Pantone P 48-8 C

Pantone P 1-3 C

Primary Color Palette

Secondary Colors

COLOR
PALETTE
& FONT

LINK TO FONT
ABCDEFGHIJKLMNOP
abcdefghijklmnop

SUBMIT

1. LABEL FILE:
   Title of Commercial_Length
2. Fill out INFO FORM -
3. [LINK TO INFO FORM](#)
4. SIGN Release -
5. [LINK TO RELEASE](#)
6. UPLOAD to DROPBOX -
   Upload all files (video(s) and release)
7. [LINK to DROPBOX REQUEST](#)
8. PAT YOURSELF ON THE BACK, you did it!