



2011 KWN Guidelines

KWN Guidelines and requirements will be stringently enforced to ensure the competition is fair to all entrants. Guidelines are summarised as follows:

1. Participants must observe entry deadlines. These will be strictly enforced – absolutely no exceptions! ENTRY DEADLINE IS RECEIPT OF ENTRY BY PANASONIC, c-/ SHOOTING PICTURE with a postmarked date no later than the closing date for submissions. The Date for entry submission will be determined and advised to schools by April 2011.
2. Panasonic accepts no responsibility for receipt of entries or for lost, misplaced or non-received entries. Schools are responsible for ensuring that entries are properly received.
3. Maximum short video length of entry: 5 minutes including credits if you wish your credits to be shown as part of your film.
4. Each school may submit at least 1 and no more than 2 different short films per year.
5. Schools must submit their edited short films on individual DVD's, clearly labeled with school name and entry title. Please label the cover AND the actual DVD. DVDs must be contained in a proper DVD mailing case. Panasonic accepts no responsibility for DVDs that cannot be watched due to damage either prior to submission, or in postal transit.
6. The short video format must be in 16:9 DVD (mpeg 2 for DVD)
7. Short films should come from the following categories only: Drama, Documentary, Health, Science and Technology, News & current affairs, Public service announcement, Comedy, Sport, Art, Music and Animation.
8. Special categories that also qualify the winning school entry in the International Awards are "Ecology", or "Communication". You may want to ensure that your short video theme fits within these broad themes also so that you are eligible for entry into the international contest, should you win the Australian contest.
9. The KWN logo must be visible during some part of each short video and the original logo as supplied must be used, i.e, the KWN logo cannot be altered or changed in any way. The KWN logo can be downloaded from www.panasonic.com.au/kwn
10. All short video footage, scripting, editing, writing & production must be the original work of the students and must be created utilising the supplied Panasonic equipment. The supplied Panasonic camera must be used in all productions including animation. Any editing software may be used as long as it is compatible with your hardware



11. All entries become the property of Panasonic upon submission and will not be returned, so please duplicate a copy for your records.
12. By entering the KWN program and entering a short video for judging, schools and students recording short videos agree to assign absolutely to Panasonic all intellectual property rights, including copyright, in short video entries and, if requested, to enter into such further document to record such assignment as is reasonably required by Panasonic. Panasonic grants a licence to schools to use the short film for their own educational and publicity purposes.
13. Entries should NOT include any material which infringes the copyright or other rights of any other person. This includes music, such as popular CD music or any other commercial music used as a soundtrack or backing track, as this may be a breach of copyright. As the winning KWN short video will be posted on the KWN website or Panasonic social network mediums including Facebook, YouTube and MySpace and published, you expose your school and Panasonic to potential legal action if material in the short film infringes any other person's rights including copyright. Panasonic reserves the right in its absolute discretion to exclude any entry which includes copyright material where it appears to Panasonic that this infringes the rights of any other person.
14. Short videos should not include any material which includes or depicts unlawful, dangerous, racist, sexual, discrimination and socially unacceptable material or behaviour. Panasonic reserves the right in its absolute discretion to exclude any entry which Panasonic deems to be inappropriate subject matter of any kind.
15. Any non-original or stock footage, such as footage taped from television, must be identified as such during its re-broadcast and must not infringe any other party's intellectual property or other rights. This may require the entering school to obtain copyright clearance from third parties. This evidence is to be provided to Panasonic in the event that permission is required from the copyright holder.
16. The school and students acknowledge that Panasonic may be required to edit or alter entries for the purposes of reproducing or publishing them and authorises Panasonic to do so.
17. The school agrees to ensure that all persons who appear in the short video entries consent to the use of their image or their involvement, consistent with these KWN Guidelines. The school shall further ensure that all entries which involve persons under the age of 18 shall have the appropriate approvals in writing from the relevant parent or guardians of those persons under 18 years of age as the case applies.
18. Schools at all times shall follow the guidelines issued by the Department of Education (in each state as it applies), other government (Commonwealth or State as the case applies) related statutory and regulatory requirements and any private, independent or other school policies and regulations which maybe relevant. By submitting an entry the School shall acknowledge that it has complied with all such requirements.

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19. Prizes are awarded to the school from which the entry is received and are not redeemable in cash.
20. Further guidelines and terms governing entries are set out in your Teacher Guidebooks (2011 Edition). This will be available to all Schools in February 2011.
21. If you have any technical queries, please email Shane at shootingpicture@bigpond.com and if necessary he will call you back. Please consult your equipment manuals before calling.

**Send your entries to Panasonic KWN, C/- Shooting Picture Partners
PO Box 1143, Newport Beach, NSW, 2106**

We encourage you more than ever to broaden your horizons when choosing a theme for your short video. Don't feel that you have to stick to a news/current affairs type format. Jump online to view winners from last year for inspiration, re-visit your 'how to' DVD and if you need more copies, please contact Sarah at shootingpicture@bigpond.com

22. Panasonic reserves the right to change or alter the program at its discretion and will advise all participating schools of any changes should they arise.