



# **Proposal on Implementation for IAACA Anti-Corruption Public Service Announcement Videos, Posters and Songs Expo**

In order to fulfill the Resolution on IAACA Anti-Corruption Public Service Announcement Videos, Posters and Songs which was passed at the Kuala Lumpur Annual Conference held in October, 2012, the IAACA plans to organise an Anti-Corruption Public Service Announcement Videos, Posters and Songs Expo annually from 2013 onwards. Details of the proposal are as follows:

## **I. Content and Requirement**

1. Contents of the Expo should cover the following areas: cultivation of personal integrity, the promotion of clean government, building of a culture of probity and honesty as well as demonstration of the evils of corruption.
2. Entries can either be solely produced by IAACA member organisations or jointly produced by the IAACA member organisation in partnership with other agencies.
3. Submissions should be made available for public display or broadcast in the mass media.
4. Each participating organization can submit at most two Video entries, two Poster entries, two Songs entries.
5. There is no restriction on the language used in the PSA. Entries in language other than English should be accompanied by a short English commentary.
6. PSA video entries should be of a duration of 60 seconds. Poster could be a single scroll or series. Song should be of a duration of 90 seconds. Nevertheless, entries of a different duration will also be considered.



## **II. Adjudication, Awards and Criteria**

The Public Service Announcement Expo Secretariat will be found under the leadership of IAACA Secretariat. The Adjudication Panel will be found and will consist of Executive Committee Members of the IAACA, representatives from the United Nations, internationally renowned anti-corruption experts and media representatives as well as representatives of anti-corruption agencies. The first term Adjudication Panel will be composed of 7 members, the Director of Expo Adjudication secretariat will be the chairman of Adjudication Panel. The Adjudication Panel will have a meeting annually 2 months ahead of the IAACA annual Conference to go through and review the adjudication process, and where the contesting PSA.

The first term Adjudication Panel meeting will be held on September 23-24, 2013 in Beijing of P.R.China. The organizer of the first term Expo will be the Supreme People's Procuratorate of P. R. China.

Awards have four categories: Excellent, First, Second and Third Class. The Most Creative and The Most Popular will be given to winning entries. The Most Popular Awards will be presented to the entry which receives the highest number of votes from the audience attending the IAACA annual conference.

Adjudication Criteria are composed of Content, Creative, Impact, Interesting and Technique.

## **III. Submission and technical specifications**

Entries of anti-corruption public service announcement videos, posters and songs should be submitted via the member organisations of the IAACA, to the IAACA Secretariat, in DVD format by mail (Address: 147 Beiheyuan Avenue, Beijing, People Republic of China, postal code 100726) or through the internet (E-mail: iaaca2006@yahoo.com.cn). Contact person: Ms Wan Juan (Telephone: 8610-65205817, Fax: 8610-65205847).

### **Technical Specifications of Entry**

PSA entries conforming with the following specifications are accepted. Please contact the IAACA Secretariat for advice on the technical issue if assistance is required.



## THE INTERNATIONAL ASSOCIATION OF ANTI-CORRUPTION AUTHORITIES

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### **Recommended Format**

#### **1) For Standard Definition**

Ratio:4:3 or Anamorphic 16:9

Frame size: 720×576

Audio channel: 2

#### **2) For High Definition**

Ratio:4:3 or Anamorphic 16:9

Frame size: 1920×1080/1440×1080/1280×720

Audio channel: 2

**Tape/Disc Format:** Betacam, MiniDV, HDV, DVD, Blu-ray, VCD, VHS

**DVD-R/Digital File Format::** Quicktime, MOV, AVI, WMV, MPEG, MPG, MPEG2, H.264, FLV

### **Deadline**

The deadline of submission is July 30, 2013 for the first Expo. Usually, PSA entry should be submitted 4 months ahead of the opening of the IAACA annual conference.

## **IV. Use and Promotion of the Entries**

Entries will be presented at the IAACA annual conference and general meetings, seminars, executive committee meetings. Moreover, they are recommended to be shown at the Conference of the States Parties of the UNCAC and other international anti-corruption meetings as well. Efforts will also be made to broadcast the entries in the mainstream media all over the world.

The copyright of the entries belongs to the original author. After the IAACA clears the copyright and reaches an agreement of use with the original author, the entries can be used by member organisations of the IAACA and dubbed into local languages if required.

## **V. Budget**

Production and postal fees of the submitted entries shall be borne by contestants. Costs of the organisation of the Expo, the adjudication of entries and conferment of awards will be borne by the IAACA and the country or region hosting the Expo.