



## **The “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 university students to research the steel industry, determine the relevant issues that could motivate young people to consider a career in steel, and produce a three-minute original video that helps to brand the industry as a potential career field. The video needs to educate high school and college-level viewers about the steel industry while emphasizing environmental consciousness (including waste minimization), energy conservation, technological advancements and safety awareness. Contest participants will compete for several cash prizes, and winners will be announced at the annual UIRR at AISTech (AIST’s annual conference and exposition). The team is responsible for developing a Branding Strategy (short narrative) which should be submitted with the team’s Entry Form.

A faculty member from within the marketing, journalism, media arts, or any science and engineering departments (including Material Advantage chapter Faculty Advisors) 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, who is responsible for composing an Overview Report (submitted with the DVD) that includes: the concept idea for the project, the students to be involved, steps to complete the project (including a timeline for completion) and a detailed description of the costs involved.

### Eligibility Requirements

All accredited universities and colleges offering a bachelor’s or master’s degree in marketing, journalism, media arts (or similar fields), as well as college-level students at all Art Institutes (operated by EDMC Education Management Corp.) are eligible to enter the contest. Material Advantage chapters are also eligible to participate and submit entries for this contest, and are encouraged to partner with other art-related departments at their school. There is no limit to the number of entries that may be submitted by a particular school.

### Selection Process

The UIRR will form a special Task Force, which will evaluate the videos based on the integration of key elements including creativity, environmental consciousness (including waste minimization), energy

conservation, technological advancements and safety awareness. The Task Force will select the First, Second and Third Place winners.

Prizes

The following prizes will be divided equally among all project team members (including the Faculty Advisor) and issued in separate checks:

First Place ..... \$5,000  
Second Place.....\$2,500  
Third Place.....\$1,000

Contest Timeline

Call for Entries.....1 June 2011 – 1 October 2011  
Deadline to Enter the Contest .....1 October 2011  
Deadline to Submit DVD.....31 December 2011  
Judging .....1 January 2012 – 31 January 2012  
Notification of Winners.....15 February 2012  
Presentation of top three videos and awards..... May 2012 at AISTech

Submission Requirements

In order for a contest submission to be eligible, the Faculty Sponsor or Student Captain must submit the completed Entry Form and a Branding Strategy (short narrative) via email by 1 October 2011.

DVDs must be received at AIST headquarters by 31 December 2011 - 5:00PM EST. Any entries postmarked after the deadline will not be included in the competition. DVDs 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. DVD should be mailed to:

**Chris McKelvey**  
**AIST**  
**186 Thorn Hill Rd.**  
**Warrendale, PA 15086**

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 DVDs. The contacts on the list can provide information and answer questions related to steel production and processing.

AIST is also providing photos from member companies in a free online library for you to get started in the production of DVDs for this contest. The photos have received appropriate permission/release for use in this contest. You may find others images on the Internet.

[www.aist.org/students/photos/photos.htm](http://www.aist.org/students/photos/photos.htm)

### DVD 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 on the submission website ([aistfoundation.org](http://aistfoundation.org)).
- c) After agreeing to the Contest Rules on the submission website, the entrant will be required to submit the contest Entry Form.
- d) Only one prize will be given for First, Second and Third Place.
- e) 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.
- f) 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.
- g) 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.
- h) 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.
- i) 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.
- j) The Submission must not contain any personally identifiable information during the video itself. School name, etc., should appear in a separate introduction on the DVD, prior to the actual video content.
- k) 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 or the Site Usage Agreement for the Site. 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.

### DVD Format

- All videos should be submitted on a DVD.
- Resolution should be at least 640 x 480 pixels.
- Recommended format is MPEG-4 (.m4v/.mp4)

### Other Conditions

AIST is not liable for any injuries, broken equipment, or materials and services purchased by the participants during filming. 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 individual on the list below in the Chapter closest to your school. A map of AIST Chapters can be seen at:*

[www.aist.org/chapters/chaptershp.htm](http://www.aist.org/chapters/chaptershp.htm)

Name	Company	Phone	Email	Chapter
Alan Young	RG Steel	410-388-3725	<a href="mailto:Alan.Young@rg-steel.com">Alan.Young@rg-steel.com</a>	Baltimore
April Pitts	Nucor Steel Tuscaloosa, Inc.	205-562-1395	<a href="mailto:april.pitts@nucor.com">april.pitts@nucor.com</a>	Birmingham
Andre Pujadas	Severstal Columbus	662-245-4262	<a href="mailto:apujadas@severstalna.com">apujadas@severstalna.com</a>	Birmingham
Jim Hanner	Rudolph/Libbe Inc.	734-812-9436	<a href="mailto:jhanner@rlcos.com">jhanner@rlcos.com</a>	Detroit
Kyle Kingsbury	Duferco Steel, Inc.	217-778-0886	<a href="mailto:kyle.kingsbury@duferco.com">kyle.kingsbury@duferco.com</a>	Globe-Trotters
Ernie Bosch	Dynamic Mill Services Corporation	704-542 4494	<a href="mailto:BoschE@DynamicMS.com">BoschE@DynamicMS.com</a>	Globe-Trotters
Cliff Chatman	ArcelorMittal Burns Harbor	219-787-2713	<a href="mailto:cliff.chatman@arcelormittal.com">cliff.chatman@arcelormittal.com</a>	Midwest
John M. Bondy	ArcelorMittal Cleveland	216.429.6710	<a href="mailto:john.bondy@arcelormittal.com">john.bondy@arcelormittal.com</a>	Northeastern Ohio
Mike Morson	ArcelorMittal Dofasco	905-548-7200 x2539	<a href="mailto:mike.morson@arcelormittal.com">mike.morson@arcelormittal.com</a>	Northern
Pat Jablonski	Nucor Steel Seattle Inc.	206-933-2205	<a href="mailto:patrick.jablonski@nucor.com">patrick.jablonski@nucor.com</a>	Northwest
Dave Trikonos	ArcelorMittal Weirton	304-797-3689	<a href="mailto:dave.trikonos@arcelormittal.com">dave.trikonos@arcelormittal.com</a>	Pittsburgh
Frank Martucci	USS-POSCO Industries	925-439-6708	<a href="mailto:fmartucci@ussposco.com">fmartucci@ussposco.com</a>	San Francisco
Jeff Johnson	Nucor Steel South Carolina	843-393-5841	<a href="mailto:jeffrey.johnson@nucor.com">jeffrey.johnson@nucor.com</a>	Southeast
Rod Eick	SGL Carbon	704-593-5243	<a href="mailto:rod.eick@sglcarbon.com">rod.eick@sglcarbon.com</a>	Southeast
Stephen Bunch	California Steel Industries	909-350-5925	<a href="mailto:sbunch@californiasteel.com">sbunch@californiasteel.com</a>	Southern California
Ross Wilkinson	Gerdau Macsteel	479-648-5582	<a href="mailto:Albert.Wilkinson@gerdau.com">Albert.Wilkinson@gerdau.com</a>	Southwest
Mike Terry	U. S. Steel-Granite City Works	618-451-3675	<a href="mailto:mlterry@uss.com">mlterry@uss.com</a>	St. Louis

We also have some photos available for your use at the webpage below. Permission to use these photos has been granted by the company(s) and is retained by AIST. You are free to use other photos that you may find (on the Internet and elsewhere) provided that they are not copywrited.

[www.aist.org/students/photos/photos.htm](http://www.aist.org/students/photos/photos.htm)



**The “Real Steel” Marketing Challenge  
ENTRY FORM**

Title of Video Submission: \_\_\_\_\_

Faculty Sponsor \_\_\_\_\_

Faculty Sponsor Phone Number: \_\_\_\_\_

Faculty Sponsor Email Address: \_\_\_\_\_

Student Captain Name: \_\_\_\_\_

Student Captain Email Address: \_\_\_\_\_

Names of Additional Video Team Members: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

School Name: \_\_\_\_\_

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

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

*I hereby agree to all Terms and Conditions as found in The “Real Steel” Marketing Challenge document and on the AIST website and associated links.*

Faculty Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Student Captain Signature: \_\_\_\_\_ Date: \_\_\_\_\_

***Please attach this Entry Form to your Branding Strategy Overview (a short narrative), render it as a PDF and email it to the address below by 1 October 2011. You will receive an email back confirming receipt of your entry into the contest.***

*Email to Chris McKelvey at:*

**cmckelvey@aist.org**