

The 39 Steps Presents...

The “How to Mock Hitchcock?” Film Short Contest.

Create an original film short that is based on a Hitchcock film or scene and spin it into a satire. Look back at some of your favorite Hitchcock clips and make it funny. If you need some inspiration, check out clips from the play at www.39StepsOnBroadway.com and then submit your video entry on our YouTube Channel www.youtube.com/The39StepsOnBroadway before October 24th. The top 10 videos will be on The 39 Steps website through October 24th and voted on by a panel of professional judges.

Judging will be based on originality, creativity, and attention to rules and regulations.

Submission Guidelines:

Create the funniest adaptation of Hitchcock possible within 2 minutes.

The 39 Steps is a satirical Broadway show adapted by Patrick Barlow from the Alfred Hitchcock film - this is the basis for the competition.

This contest is open to anyone within the coastal United States.

Your entry should be original, creative, clever, family friendly and above all funny!

Keep your video PG-13

Content Restrictions: Each entry must be suitable for display and publication, in all forms of media including but not limited to the internet, the World Wide Web, print, radio, and network cable television broadcast. Entries must be in good taste, must not be obscene or indecent including but not limited to nudity, lewd behavior, gratuitous violence, drug use, hateful material, material that promotes bigotry, racism or hatred against any group or individual, nor portray the Sponsor or Co-sponsor in any way that might tend to subject of public contempt, scandal, disrepute or ridicule. **DO NOT USE** Copyrighted material. If you do, your entry will be rejected. If you choose to use music with your entry, you must only use tracks of which you are the copyright owner or license owner.

Here are some video submission requirements you need to know:

- Video Format: MPEG4 (Divx, Xvid)
- Resolution: 640x480 pixels
- Audio Format: MP3
- Frames per second: 30
- Maximum length: 2 minutes
- Maximum file size: 1 GB

OFFICIAL RULES

How Do You Mock Hitchcock Film Short Contest

1. NO PURCHASE NECESSARY TO ENTER OR TO WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. SPONSOR: 39 Steps L.P.
c/o Roy Gabay Productions, 262 West 38th St., #1106, NYC, NY 10018.

CO-SPONSOR: New York Film Academy, 100 East 17th Street, New York, NY 10003.

2. ELIGIBILITY: The How Do You Mock Hitchcock Film Short Contest is open to all legal residents of the coastal United States who are at least sixteen (16) years old at the time of entry, who have Internet access during the Entry Period. Employees and their immediate families (parent, child, spouse or sibling) of Sponsor, Co-Sponsor or Prize Providers and their respective parents, affiliates, subsidiaries, advertising/promotion agencies, and website providers are not eligible to enter or win. All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted by law.

3 CONTEST: Between 12:01:00AM Eastern Standard Time on August 23, 2008 and 11:59:59PM Eastern Standard Time on October 24, 2008 (“The Entry Period”), visit www.youtube.com/The39StepsOnBroadway and submit your best film short to the Contest. Entries not meeting the subject matter criteria will not be considered. Sponsor may choose to accept or reject your submissions based on the judgment of the Sponsor and Co-Sponsor. If selected to receive the reward, you will be notified via email. Sponsor’s computer is the official clock for the promotion. All entries become property of Sponsor and will not be acknowledged or returned.

4. CONTEST SUBMISSION: During The Entry Period, create the funniest Hitchcock spoof and submit a video clip of two (2) minutes or less. Your video (the “Submission”) must be your own work and include positive reference to Alfred Hitchcock’s work. Visit www.39StepsOnBroadway.com to view submission guidelines. The video format should be MPEG4 (Divx, Xvid) with a resolution of 640x480 pixels using the MP3 audio Format. We suggest using 30 frames per second and uploading a maximum file size of 1 GB, based on YouTube capabilities. Video must comply with content restrictions listed within Submission Guidelines.

a. Uploading your video: Become a subscriber of The39StepsOnBroadway YouTube Channel.

b. All participants must provide contact information and a unique film short title.

c. Submission Rights: Each entrant authorizes the Sponsor and Co-Sponsor a non-exclusive, irrevocable, fully paid, universal license to use, copy, sublease, transmit, distribute, publicly perform, publish, delete or display such submission or any portion thereof in any media now known of hereafter devised including but limited to all forms of television and all forms of internet and wireless protocol.

d. Limit: Each participant may enter one (1) Submission during the Entry Period. Multiple participants are not permitted to share the same email address. Any attempt by any Participant to enter more than one (1) Submission by using multiple/different email addresses, identities, or other methods will void all Submissions entered by that Participant and that Participant will be disqualified.

e. The top ten (10) entries will be selected by qualified judges and will become the potential finalists for the Grand Prize. In the event of a tie, the Participant whose Submission is determined to be the most creative by the qualified judges.

5. WINNER SELECTION: The winner will be selected from among all eligible entries. Entries will be judged by a panel of professionals under an independent judging organization (“Judges”) whose decisions are final in all matters relating to the Contest. Entries will be judged on the following criteria: Originality (1-25 points), Creativity (1-25 points), Clear connection to Hitchcock (1-25 points), and Humor (1-25 points). The top highest scoring entry will be the Grand Prize winner. Upon determination of Grand Prize winning video, the Grand Prize entrant will need to submit his/her video in hard copy in a high resolution format on DVD at the Sponsor’s request prior to October 24, 2008 in order to have it shown during the screening at the New York Film Academy on Tuesday, October 28th at 9pm.