



The League of Women Voters

Massachusetts

“YOUTH SHOULD VOTE!” STUDENT VIDEO CONTEST OFFICIAL RULES

Contest Dates: February 1-March 31, 2016

Sponsored by the League of Women Voters of Massachusetts Citizen Education Fund

HELP MOBILIZE THE YOUTH VOTE FOR ELECTION 2016!

FACT: Youth voter registration and turnout rates consistently lag behind those of the general population.

FACT: An estimated 30 million eligible young people *did not* vote in 2012.

FACT: 12,000 Americans turn 18 *every day*.

Help us get the message out that young people need to get up, get out, and vote.

Create a 30-second public service announcement (“PSA”) to encourage young people to register to vote and turn out at the polls on Election Day 2016. Let them know why they should care about voting. Let them know why their voice matters. Let them know why they should vote!

General

- The “YOUTH SHOULD VOTE!” STUDENT VIDEO CONTEST (the “Contest”) is sponsored by the League of Women Voters of Massachusetts Citizen Education Fund (“Sponsor”), a nonpartisan organization.
- By participating in the Contest, each Contestant (and his/her parent or legal guardian) unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Sponsor, which will be final and binding.
- Sponsor reserves the right, in its sole discretion, to disqualify any Contestant who it believes has failed to follow these Official Rules.

Who can enter?

- The Contest is open to all current Massachusetts high school students. Eligible Contestants must be either registered in a public (including charter) high school or a private high school or be home-schooled. Contestants must be at least 13 years old.
- While several Contestants may work as a team on a single video, it must be submitted by only one of the Contestants (the “Project Leader”). Any monetary prizes will be awarded to the Project Leader only. Members of a video team can choose to divide the prize on their own terms, if they wish. The Sponsor is not responsible for allocating prize money among individual members of a team.
- Employees, officers and directors of Sponsor, and each of their dependents and immediate family members and individuals residing in the same household of each (whether or not related), are not eligible to participate.

How do you create the video?

- **Videos can be no more than 30-seconds long.** Maximum video size is 300 MB.

- **Videos must contain a link to the Massachusetts Online Voter Registration System:**
<https://www.sec.state.ma.us/ovr/>
- Contestants may use a video camera, computer, smartphone or tablet to produce videos.
- Videos may be animated or live action.
- No professional assistance is allowed. Adults may provide verbal guidance and appear as actors, but all videos must be produced by students.

[How and when and where do you submit your entries?](#)

- There is no entry fee.
- Project Leaders must fill out an online entry form. Incomplete entry forms will disqualify entries.
- To fill out the entry form and to upload your video, go to: **www.lwvma.org**.
- Entries may be submitted on or after 12:01 a.m. Eastern Standard Time (EST) on February 1, 2016 and must be received by 11:59 p.m. EST on March 31, 2016.
- Contestants under 18 must have permission of a parent or legal guardian to enter the Contest. At the time of entry, Contestants under the age of 18 must submit a completed and signed **Parent/Guardian Permission Form**. The **Parent/Guardian Permission Form** can be downloaded by clicking [here](#).
- Contestants must also have permission of any individual (or, if the individual is under 18, his/her parent/legal guardian) who is identifiable in the video to submit the individual's likeness, persona, or voice to the Contest. At the time of entry, Contestants must submit a completed and signed **Actor Release Form** for each person who is identifiable in the video. The **Actor Release Form** can be downloaded by clicking [here](#).
- The completed and signed **Parent/Guardian Permission Form** and the **Actor Release Form** can be scanned/emailed to the lwvma@lwvma.org; faxed to (617) 248-0881; or mailed to League of Women Voters of Massachusetts, 133 Portland Street, Boston, MA 02114.
- Contestants must submit the **Parent/Guardian Permission Form** and the **Actor Release Form** in a timely fashion and in a form satisfactory to the Sponsor to be considered eligible to win a prize. Failure to do so will result in disqualification.
- Video submissions become the exclusive property of the Sponsor.
- Sponsor reserves the right to verify the eligibility of any Contestant.
- Limit: One entry per person.

[How will videos be judged?](#)

- Judging will take place between April 1 and April 30, 2016.
- The Judging Committee consists of members of the League of Women Voters of Massachusetts.
- The Judging Committee will evaluate the entries on a scale of 1 to 10 for each of the following three criteria: 1) Clear and Compelling Message, 2) Memorable Content and Delivery, and 3) Creativity. Please check spelling and grammar; points will be deducted for entries with spelling and grammatical mistakes.
- Videos must be nonpartisan. Any video that supports or opposes a political party or candidate will automatically be disqualified.
- Winning videos will be selected and their Project Leaders will be notified by May 10, 2016. Winning videos will be selected at the sole discretion of the Sponsor.

[What are the prizes for the Winners?](#)

- First place will win \$1,000; second place will win \$500; and third place will win \$250.
- All students who worked on a winning video will be invited to an award ceremony at the Massachusetts State House (date to be announced).

- The winning videos will appear on the League of Women Voters of Massachusetts' website and Facebook page and may be otherwise published, displayed, reproduced, or replicated by the Sponsor.

No-No Rules include the following:

- Videos cannot have been entered in other contests or won other awards.
- Videos must not support, demean, or defame any political party or person.
- Use of images, music, and other works in the public domain may be incorporated into videos. Materials that infringe on the rights of any third party may not be used.
- Videos must not contain brand names or trademarks except those related to the League of Women Voters.
- Videos must not contain material that is indecent, obscene, pornographic, hateful, defamatory, slanderous, libelous, objectionable, or otherwise lacking in taste or quality in the views of the judges.
- Videos must not contain material that promotes bigotry, racism, hatred, or harm against any group or individual.
- Videos must not contain any material that is unlawful.

Ownership and Reproduction

- Contestants grant the Sponsor the right to use their names, photographs, statements, quotes, testimonials, and video submissions for advertising, publicity, and promotional purposes without notification or compensation.
- Contestants also grant the Sponsor the right to use, reproduce, reprint, distribute, and/or display their videos without notification or compensation.
- The Sponsor reserves the right to reproduce, reprint, distribute, and/or display the Contestants' videos for advertising, publicity, and promotional purposes on its website, at conferences, or at any other venues.

Liability and Finality

- Contestants agree to indemnify and hold the League of Women Voters of Massachusetts and the League of Women Voters of Massachusetts Citizen Education Fund harmless against any and all claims and liability arising out of the Contest.
- By accepting the prizes, Winners agree to indemnify and hold the League of Women Voters of Massachusetts and the League of Women Voters of Massachusetts Citizen Education Fund harmless against any and all claims and liability arising out of use of such prizes.
- Contestants assume all liability for any injury or damage caused from participation in the Contest or use/redemption of any prize.
- If, for any reason, the Contest is not capable of running as planned, including, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right in its sole discretion to cancel, terminate, modify, suspend or extend the Contest and, in the event of any termination or cancellation, select winners from among all eligible, non-suspect entries received prior to the termination or cancellation.

Please address all questions about the "YOUth SHOULD VOTE!" Student Video Contest to lwwma@lwwma.org or 617-523-2999.