

“Get in the Game—and Vote!”

STUDENT VIDEO CONTEST OFFICIAL RULES

Contest Dates: February 1-March 31, 2018

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

Next fall, Massachusetts voters will elect *one U.S. senator, nine U.S. representatives, our governor, lieutenant governor, state treasurer, state auditor, state attorney general, secretary of the Commonwealth, all state legislators in both houses, Governor’s Council, district attorney, county commissioner, register of deeds, and clerk of courts.*

We invite all Massachusetts high school students to create 30-second videos encouraging eligible voters **to make a game plan to vote in the 2018 Massachusetts election**. We want voters to know that *democracy is not a spectator sport* and that *no one should sit on the sidelines* in an election.

General

- The “Get in the Game—and Vote!” STUDENT VIDEO CONTEST (the “Contest”) is sponsored by the League of Women Voters of Massachusetts Citizen Education Fund (“Sponsor”).
- 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 or private high school or be home-schooled. Contestants must be at least 13 years old.
- While several students may work together on the project, it must be submitted by only one of the participants (the “Project Leader”). Any monetary prizes will be awarded to the Project Leader only. Participants can choose to divide the prize on their own terms, if they wish. The Sponsor is not responsible for allocating prize money among individual participants.

- Employees, officers, and/or 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 in the Contest.
- Contest judges and each of their dependents, immediate family members, and individuals residing in the same household of any of the Contest judges (whether or not related), are not eligible to participate in the Contest.

How do you create the video?

- **Videos can be no more than 30-seconds long.** Maximum video size is 300 MB.
- Contestants may use a video camera, computer, smartphone or tablet to produce videos.
- Videos may be animated or live action. Anything that might work in a TV commercial would be considered eligible (song, straight-forward information, cartoon, dramatic portrayal, voice-over). Be creative!

- **Videos must contain a link to the Massachusetts Online Voter Registration**

System: <https://www.sec.state.ma.us/ovr/> or www.registertovoteMA.com

- 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.
- Contestants must fill out an online entry form. Incomplete entry forms will disqualify entries.
- Entries may be uploaded directly via the online entry form. (Entry form will be visible on this site as of February 1, 2018.) Entries may be submitted on or after 12:01 a.m. Eastern Standard Time (EST) on February 1, 2018 and must be received by 11:59 p.m. EST on March 31, 2018.
- 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](#).
- 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 completed and signed [Parent/Guardian Permission Form](#) and the [Actor Release Form](#) can be scanned/mailed to the lwwma@lwwma.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, 2018.
- The Judging Committee consists of members of the League of Women Voters of Massachusetts and guest judges.
- 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) Originality.
- Winners will be selected and will be notified of their selection during the second week in May 2018. Winners will be selected at the sole discretion of the Sponsor.

What are the prizes for the Winners?

- First place will win \$500; second place will win \$250; third place will win \$100; and honorable mention will win \$50.
- Winners will be invited to an award ceremony in June (time and place to be announced).
- The winning videos will appear on the League of Women Voters of Massachusetts' website 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 be nonpartisan and cannot support, demean, or defame any political party or person.

- Materials that infringe on the rights of any third party may not be used. Any music used MUST be in the [Public Domain](#), licensed under the [Creative Commons License](#), or be an original musical work created by the student. In the same way, any images used (signs, posters, photos) must be in the [Public Domain](#), licensed under the [Creative Commons License](#), or be an original graphic design created by the student.
- 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 Contest to lwwma@lwwma.org or 617-523-2999.