



**Ohio Children's Trust Fund**  
*Ohio's Prevent Child Abuse America Chapter*

## **2016 #PinwheelSelfie Campaign Contest Guidelines**

### **Summary**

Join the Ohio Children's Trust Fund (OCTF) in raising awareness of the importance of child abuse and neglect prevention by joining with fellow students and taking a creative selfie as part of the Trust Fund's April 2016 #PinwheelSelfie Campaign. **We're looking for bold, creative and exciting selfies to help educate the public about child abuse and neglect prevention and inspire them to action!** Selfies will be used throughout the year to raise awareness. Participants are encouraged to learn more about the Ohio Children's Trust Fund at <http://jfs.ohio.gov/octf/>.

### **#PinwheelSelfie Campaign**

The OCTF is excited to continue its #PinwheelSelfie campaign in April 2016. This statewide awareness campaign, which was launched in April 2015, encourages people to show their support of child abuse and neglect prevention by taking a selfie with a pinwheel and posting the image on social media with the hashtag #PinwheelSelfie. The signature blue pinwheels used in this campaign are the national symbol of child abuse and neglect prevention.

### **Who Can Participate?**

The contest is open to all student organizations, classes and sports teams of public, private, community and charter high schools and career-tech centers in Ohio.

### **Format**

Selfie submissions will be accepted via email at [Ohio\\_Children's\\_Trust\\_Fund@jfs.ohio.gov](mailto:Ohio_Children's_Trust_Fund@jfs.ohio.gov). All entries must be in one of the following image formats: TIF, JPG, PNG or GIF.

### **Submissions and Deadlines**

Submissions will be accepted from **March 1, 2016, through March 31, 2016**, via email at [Ohio\\_Children's\\_Trust\\_Fund@jfs.ohio.gov](mailto:Ohio_Children's_Trust_Fund@jfs.ohio.gov).

### **Contest Guidelines**

Please use the following information to guide you when making your submission.

Participation constitutes the entrant's full and unconditional agreement to and acceptance of the following official rules. The Ohio Children's Trust Fund #PinwheelSelfie Campaign Contest (Contest) submission period commences on March 1, 2016, and ends at 11:59 p.m. EST on March 31, 2016. The contest is sponsored and conducted by the Ohio Children's Trust Fund.

#### **(1) Eligibility**

This contest is open only to student organizations, classes and sports teams of public, private, community and charter high schools and career-tech centers in Ohio. Each selfie entry must be submitted by a student organization, class or sports team, and it must include a completed Ohio

Children's Trust Fund 2016 #PinwheelSelfie Campaign Contest Submission Form (Attachment A) that is signed by an advisor for a student organization, a teacher of a classroom or a coach of a sports team.

Please note that each student organization, class or sports team may submit one entry (i.e. one selfie).

Receipt of multiple entries from the same student organization, class or sports team will result in disqualification from the contest.

OCTF employees and board members' immediate family members are ineligible to participate in the contest. "Immediate family members" means spouse, parents, step-parents, legal guardians, children, step-children, siblings and step-siblings, and each of their respective spouses.

## **(2) How to Participate**

For the 2016 Ohio Children's Trust Fund #PinwheelSelfie Campaign contest, a student organization, a class or a sports team should take a creative selfie with a pinwheel to raise awareness of the importance of preventing child abuse and neglect. Each selfie submitted by a student organization, a class or a sports team must include the OCTF logo in the image.

If you do not have access to a pinwheel, the OCTF has a pinwheel template on its website that you can print and use: <http://jfs.ohio.gov/OCTF/pdf/Make-a-Pinwheel.stm>.

We are looking for innovative pinwheel selfies that creatively raise awareness. Student organizations, classes and sports teams are encouraged to submit a selfie that is unique in the use of the individuals from the student organization, class or sports team within the image. Each participating student organization, class or sports team should think of creative locations for the selfie that have local significance (e.g. football team and mascot on the school field, obscure locations, the "last place" you would expect to find a pinwheel, etc.) and use the pinwheel creatively. The more memorable and impactful the selfie, the better.

You may submit your selfie between March 1, 2016, and March 31, 2016, by emailing it to [Ohio\\_Children's\\_Trust\\_Fund@jfs.ohio.gov](mailto:Ohio_Children's_Trust_Fund@jfs.ohio.gov).

## **Please include the Ohio Children's Trust Fund 2016 #PinwheelSelfie Campaign Contest Submission Form (Attachment A).**

*\*\*The above information is required for all submissions*

## **(3) Eligible Entries**

Entries will be accepted via email in one of the following image formats: TIF, JPG, PNG or GIF.

To be eligible for entry in the contest, entries must be received by the OCTF no later than 11:59 p.m. EST on March 31, 2016. Receipt of entries will be acknowledged.

- By submitting an entry, the entrant warrants that he/she is the sole author and copyright owner of the entry or has permission (via license or otherwise) to use or incorporate those entry portions authored or owned by third parties.

- Selfies may not have been entered into any other contest or have won any other award.
- Use of images, music and other works in the public domain may be incorporated into selfies. However, materials that infringe on the rights of any third party may not be used unless consent has been obtained.
- The selfie must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous.
- The selfie must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or that promotes discrimination based on age, disability, gender, nationality, race, religion or sexual orientation.
- The selfie must not contain material that is unlawful, in violation of or contrary to the laws or regulations of the state of Ohio.

As a reminder, each student organization, class or sports team may submit one entry (i.e. one selfie). Receipt of multiple entries from the same student organization, class or sports team will result in disqualification from the contest.

The OCTF is not responsible for late, lost, delayed, damaged, misdirected, incomplete, illegible or unintelligible entries. The purpose of this contest is to encourage the creation and submission of selfies that educate the public about the prevalence of child abuse and neglect and that inspire individuals to help stop this abuse. By submitting a selfie to this contest, each participant automatically confers on the OCTF an irrevocable, nonexclusive and unrestricted license to use the selfie for purposes consistent with the agency's mission. This includes the right to copy, reproduce, display or distribute the selfie without attribution or prior permission.

### **Judging Process**

After submission, all selfies will be reviewed to ensure that they meet the criteria specified under Eligible Entries, above. Selfies that pass this general screening process will then be reviewed by a panel of six judges, each of whom will select their favorite selfie (finalist).

Judges will base their selections on the creativity and the uniqueness of the selfie. Judges' decisions are final. The OCTF reserves the right to disqualify and remove any entry that is deemed, in the judging panel's discretion, inappropriate, offensive, defamatory or demeaning to the Ohio Children's Trust Fund, Ohio Department of Job and Family Services, local school district or any other party's reputation or goodwill.

The six finalists will be made available for public viewing from April 6, 2016, through April 12, 2016, at <https://www.facebook.com/OhioChildrensTrustFund>. To vote for their favorite photos, visitors to this Facebook page simply must "like" their favorites. If a photo is shared and that shared photo receives likes, those will not be counted toward the number of likes received for the contest. Only likes received on the OCTF Facebook page will be counted. **The online voting period ends at 11:59 p.m. EST on April 12, 2016.**

### **Prizes**

The six finalists will receive awards (1<sup>st</sup> place through 6<sup>th</sup> place) for their school or career-tech center based on the number of votes (likes) received for each of them during the April 6-12, 2016, review period.

The award levels are as follows:

- 1<sup>st</sup> place - \$3,000
- 2<sup>nd</sup> place - \$1,000
- 3<sup>rd</sup> place - \$250
- 4<sup>th</sup> place - \$250
- 5<sup>th</sup> place - \$250
- 6<sup>th</sup> place - \$250

The Ohio Children's Trust Fund will announce the prizes on Wear Blue Day, Wednesday, April 13, 2016.

Each of the six winning student organizations/classes/sports teams will be notified (via email) by the Ohio Children's Trust Fund. The Trust Fund will then work with each winning high school on the procurement/invoicing process through which the OCTF can send each winning high school their award.

Winning entries and creators will be recognized throughout the state of Ohio.

### **Questions**

Please email any questions to [Ohio\\_Children's\\_Trust\\_Fund@jfs.ohio.gov](mailto:Ohio_Children's_Trust_Fund@jfs.ohio.gov) or call (614) 387-5478.

### **General Terms and Conditions**

By participating, entrants agree that the OCTF is not responsible or liable for, and shall be released and held harmless from: (i) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (ii) any condition caused by events beyond the control of the OCTF that may cause the Contest to be disrupted or corrupted; (iii) any printing or typographical errors in any materials associated with the Contest; (iv) any and all losses, damages, rights, claims and actions of any kind in connection with or resulting from participation in the Contest, including claims based on publicity rights, defamation, or invasion of privacy. The OCTF reserves the right, in its sole discretion, to cancel, terminate, modify, extend, or suspend the Contest should (in its sole discretion) computer virus, bugs, non-authorized human intervention, fraud, or other causes beyond its control corrupt or affect the administration, security, fairness, or proper conduct of the Contest. In such case, judges will select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by the OCTF. The OCTF reserves the right, at its sole discretion, to disqualify any individual it determines to be tampering with the entry process or the operation of the Contest or the OCTF website or OCTF Facebook page.