



The Ohio Children's Trust Fund 2012 Video Contest Guidelines

Summary:

Join us in educating the general public about the prevalence of child abuse and neglect and inspiring individuals to help stop this abuse by creating a compelling video 30-60 seconds in length. **We're looking for bold, creative and exciting videos to help educate the public about child abuse and neglect prevention and inspire them to action!** Videos 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/>.

Who can Participate?:

The contest is open to all public, private, community and charter Ohio high schools and career-tech centers.

Format and Length:

Videos must be 30-60 seconds or less in duration (excluding credits). Submissions will be accepted via email at Ohio_Children's_Trust_Fund@jfs.ohio.gov or via hard copy in DVD format. All entries must be in one of the following formats: .WMV, .AVI, .MOV or .MPG and be less than 100 MB in size.

Submissions and Deadlines:

Submissions will be accepted from **May 1, 2012 through May 15, 2012**, via email at Ohio_Children's_Trust_Fund@jfs.ohio.gov or via hard copy in DVD format to:

Ohio Children's Trust Fund
2012 Video Contest
50 West Town Street, 6th Floor
Columbus, Ohio 43215-4173

Contest Guidelines:

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

Participation constitutes entrant's full and unconditional agreement to and acceptance of the following Official Rules. The Ohio Children's Trust Fund (the OCTF) Video Contest (Contest) submission period commences on May 1, 2012 and ends at 11:59pm EST on May 15, 2012. The contest is sponsored and conducted by the Ohio Children's Trust Fund.

(1) Eligibility:

This contest is only open to public, private, community and charter Ohio high schools and career-tech centers. Students may work with others who are not students (i.e. local colleges, businesses), but the official entry must be submitted by a faculty member or school administrator that is currently employed at the Ohio high school that the student(s) currently attends.

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 2012 Ohio Children's Trust Fund video contest, create a 30-60 second video (excluding credits) that tells a compelling, impactful story about the effects of Child Abuse and Neglect and the impact individuals and local communities have on preventing Child Abuse and Neglect. You may also include how the collective impact of Child Abuse and Neglect impacts our state. The video should be informative, memorable, and creative and include a call to action that encourages viewers to get involved and prevent child abuse and neglect. **All entries must include the Ohio Children's Trust Fund logo at least once during the duration of the video. (Attachment C)**

We are seeking high quality videos that may be used in whole or in part to promote Child Abuse and Neglect prevention throughout the state of Ohio through Public Service Advertising (PSA). As such, we encourage you to collaborate with others to develop your video. This means that you do not need to have the video equipment or a background in producing videos; you simply need to have a great idea for a video that demonstrates the impact of child abuse and neglect and how we, as individuals and/or a community, can prevent child abuse and neglect as well as a great collaborator to help you to put it together.

Potential collaborators for the development and production may include:

- Marketing or advertising students at your local college or university
- Video or film production or editing students or people who do video work as a hobby
- Friends with educational or professional backgrounds in marketing or video production
- Local businesses engaged in advertising marketing or video production
- Public access television to assist with video production
- Public officials, community leaders and survivors

You are free to begin creating your video right away. You may submit your video anytime between May 1, 2012 – May 15, 2012 by emailing it to Ohio_Children's_Trust_Fund@jfs.ohio.gov or by mailing your DVD entry directly to:

Ohio Children's Trust Fund
2012 Video Contest
50 West Town Street, 6th Floor
Columbus, Ohio 43215-4173

Please include the Ohio Children's Trust Fund 2012 Video Contest Submission Form (Attachment A) and a written transcript of your video with your entry.

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

(3) Eligible Entries:

Entries may be in any form of moving image, including but not limited to, video, animation, text and audio in .WMV, .AVI, .MOV or .MPG format and be less than 100 MB in size. Duration of entry must be 30-60 seconds or less (excluding credits). Both audio/visual and visual only entries are permitted. To be eligible for entry in the Contest, entries must be received by the OCTF no later than 11:59 PM EDT on May 15, 2012. Receipt of entries will be acknowledged, but entries will not be returned.

- By submitting an entry, entrant warrants that he/she is the sole author and copyright owner of entry or has permission (via license or otherwise) to use or incorporate those entry portions authored or owned by third parties.
- Video contains an image of the Ohio Children's Trust Fund logo at least once during the duration of the video.
- Videos may not have been entered into any other contest or won any other award.
- Use of images, music, and other works in the public domain may be incorporated into videos. However, materials that infringe on the rights of any third party may not be used unless consent has been obtained.
- The Video must not contain brand names or trademarks except those related to the Ohio Children's Trust Fund or local school.
- The Video must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous.
- The Video must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on age, disability, gender, nationality, race, religion, or sexual orientation; and
- The Video must not contain material that is unlawful, in violation of or contrary to the laws or regulations of the state of Ohio.

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 videos that educate the general public about the prevalence of child abuse and neglect and inspiring individuals to help stop this abuse. By submitting a video to this contest, each participant automatically confers on the OCTF an irrevocable, nonexclusive and unrestricted license to use the video for purposes consistent with the agency's mission. This includes the right to copy, reproduce, display, or distribute the video, and to make derivative works based upon the video or a substantial portion of it without attribution or prior permission.

(4) Respect for Existing Copyright:

You must be the original author of everything in your video or have permission to use copyright protected material. Be creative, but think carefully about what you put into the video. If you are considering using existing music, video clips, photos, etc., it is very likely that someone else owns a copyright to that material. In this case, be sure to obtain the copyright owner's written permission before using the material in your video.

(5) Consent from Actors in Your PSA:

Winning participants must declare that they have written consent from people featured or identified in their video. **Please have each individual featured in your video complete Attachment B: Talent Consent Release Form.**

Evaluation Criteria:

Videos will be judged by the following six criteria:

1. *Overall Impact* (educational, inspiring, persuasive)
2. *Creativity*
3. *Memorable Content and Delivery*
4. *Clear Message about the impact of Child Abuse and Neglect and what individuals can do to prevent it*
5. *Alignment with Mission and Goals of Ohio Children's Trust Fund*
6. *Public rating during the submission period via the Ohio Children's Trust Fund's Facebook Page*

Judging Process:

After submission, all videos will be reviewed to ensure that they meet the criteria specified under Eligible Entries above. Videos that pass this general screening process will be available for public viewing and rating during the submission period at the Ohio Children's Trust Fund's FaceBook Page (<https://www.facebook.com/#!/pages/Ohio-Childrens-Trust-Fund/132835670115422>). Please note that it may take up to 72 hours after submission for a video to appear online for public viewing. **The online voting period ends at 11:59 pm EST on May 21, 2012.**

A panel of judges (Ohio Children's Trust Fund staff, Board Members, etc.) will review and rate the video submissions and provide their ratings and comments to select the four finalist entries from all eligible submissions.

Judges will base their ratings of video entrants on the following criteria:

1. **Overall Impact (educational, inspiring, persuasive)**
2. **Creativity**
3. **Memorable Content and Delivery**
4. **Clear Message about the impact of Child Abuse and Neglect and what individuals can do to prevent it**
5. **Alignment with Mission and Goals of Ohio Children's Trust Fund**
6. **Public rating during the submission period via the Ohio Children's Trust Fund's Facebook Page**

Judges' decisions are final. The OCTF reserves the right to disqualify and remove any entry which 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.

Winning student(s) and their high schools will be notified (via e-mail, express mail and/or phone) 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 \$5,000 award.

Prizes:

The four winning videos will each receive \$5,000 for their school or career-tech center.

Winning videographers and videos will be recognized throughout the state of Ohio.

Questions:

Please email any questions to 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.