



2015 VIDEO CONTEST PRIZES & GUIDELINES

WHAT CAN I WIN?

1ST PLACE \$4,000 in scholarships	2ND PLACE \$2,000 in scholarships	3RD PLACE \$1,000 in scholarships	+WINNERS \$25 - \$100 in Gift Certificates
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**The SELF Movement reserves the right to publicize the names, designs, slogans, or any other promotional material related to the design contest and its winners without providing notification or financial compensation*

HOW CAN I WIN?

Create a 30-60 second safe driving video that increases awareness about the dangers of distracted or impaired driving. Examples include drinking and driving, texting and driving, paying attention to friends/music while driving, etc.

HOW ARE THE VIDEOS JUDGED?

- 1 Videos must be submitted according to the Official Rules of this video contest by 11:59 PM March 22nd 2015 in order to be eligible.
- 2 Videos will be open to public voting beginning April 1st ending April 15th.
- 3 The top forty (40) videos from public voting are guaranteed to be nominees for one of the prize categories.
- 4 Up to ten (10) additional videos will be selected by The SELF Movement & Duval County Public Schools as the remaining nominees.
- 5 The ten winners will be announced at a formal event scheduled for the last week of May and an independent panel of judges will have sole discretion in awarding prizes.

HOW DOES MY TEAM SUBMIT A VIDEO?

- 1 Registration and parental consent to enter the contest can be completed at the same time you submit your team's video to The SELF Movement.
- 2 As part of the registration process, you will be asked to provide a link to a video that your team uploads in advance to www.YouTube.com
- 3 The full registration form, including YouTube link, must be filled out online at www.theselement.org/tsd-registration by midnight on March 22nd 2015 for your video to be eligible.
- 4 Videos may also be burned to a CD or DVD and mailed to The SELF Movement at 9035 Hampton Landing Dr E, Jacksonville, FL 32256 if postmarked no later than March 21st. If you provide your video via mail, you must still print and include the registration form and any parental/guardian consent forms.
- 5 You may submit more than one video; however, only one video per person will be eligible for a prize.



VISIT THESELFMOVEMENT.ORG/SDHC FOR MORE DETAILS!

Restrictions apply. Read the complete official rules for details.

WHAT ARE THE VIDEO RULES?

- 1 Best Picture videos will be judged on educational value and creativity:
 - a. **Educational Value (50%):** Does your design capture the attention of your audience and clearly illustrate the dangers of distracted or impaired driving? Could your design appear in public such as on a billboard?
 - b. **Creativity (50%):** Is the content, idea, or delivery of your marketing material unique?
- 2 Videos can be submitted by individuals or teams of no more than four qualified team members. Qualified team members are defined as (i) be enrolled in a public or private Duval County high school or, if home schooled in the State of Florida, permanently reside in Duval County, (ii) be aged 14-18, and (iii) be listed on the video submission. Any persons appearing in a video but not listed as a qualified team member on the submission will be ineligible for a prize. If under 18 years of age, the student entering the competition must have parental/guardian approval.
- 3 If the winning video is submitted by a student or group of students that do not all attend the same Duval County Public High School, the qualified team member(s) shall select a DCPS high school at the time of registration to receive the \$1,000 public high school donation.
- 4 Though qualified team members must be teens, the videos may include other supporting actors/actresses such as parents, friends, siblings, or any other community members. All participants in the video must sign a release form so that their images may be used and the video shown publicly. Release forms may be downloaded from <http://www.theseelfmovement.org/tsd-release>.
- 5 By entering the contest, each individual acknowledges that their design(s) is their own original work. Videos may not contain any copyrighted or trademarked material, including copyrighted music. Stock music files can be purchased online at <http://www.istockphoto.com/audio> for a nominal fee.
- 6 Videos that have previously been published or broadcast by any other publication or media company will be disqualified.
- 7 Videos containing inappropriate content (anything that wouldn't be appropriate in a high school classroom as determined by a panelist from Duval County Public Schools) will be disqualified.
- 8 The SELF Movement and its sponsors are not responsible for lost, late, or misdirected video submissions or for printing or electronic malfunction.
- 9 All entries submitted that are duplicates, illegal, or ineligible will be void. All entries become property of The SELF Movement, Inc., a Florida-based corporation, and will not be returned.
- 10 The SELF Movement reserves the right to edit any and all videos for any reason and without notification to or approval by the entrant.
- 11 Students may artistically show a violation of a state law as part of the video's creative content. However, compliance with all federal, state, and local laws must be followed at all times in the production of your video especially as they pertain to roads, highways, and parking lots. Videos cannot portray anyone under the age of 21 consuming, or pretending to consume, alcohol.
- 12 Use of (or simulated use of) motor vehicles is not allowed
- 13 The SELF Movement and its sponsors accept no responsibility or liability in connection with any injuries, losses, or damages of any kind caused by or resulting from the video contest, including video production and the prizes awarded.
- 14 The SELF Movement reserves the right to change any aforementioned date(s) in the Official Rules at any time.



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