

Inclusion First Video Challenge Contest Guidelines and Official Rules:

(1) Contestants must submit their 30-60 second long video between October 1, 2013 and March 31, 2014.

(2) All contest entry forms will be submitted through SurveyMonkey
<https://www.surveymonkey.com/s/QSSMJ9L>

(3) All videos must be uploaded to SchoolTube (www.schooltube.com).

(4) The video must be an original creation by a group of 2-4 individuals between the ages of 13 and 18. Individual contestants must be a U.S. citizen or legal resident to enter and win. No copyrighted music, video, or images may be used in the video.

(5) Groups of 2-4 individuals must submit a contest entry through a single designated individual within the group. Once a submission is made, the contestant may not make any changes or alter the submission until the judging is complete and winners announced.

(6) All videos submitted will require a signed permission form by a teacher, parent or guardian, age 18 or older. In cases where the contestant/submitter is an 18-year old submitting on their own behalf, that individual does not need a parent signature.

(7) You must have a consent form filled out and signed by each person appearing or heard in the video, and his/her guardian if s/he is a minor. If your video is chosen, you must provide copies of these signed consent forms. Consent forms can be located on the InED website.

(8) Entries will be judged by an expert panel on the basis of creativity and originality, quality, technical accuracy, and content of the message.

(9) By submitting a video to this contest, contestants grant a royalty-free license to copy, distribute, modify, display and perform publicly and otherwise use, and authorize others to use, your video for any educational purpose throughout the world and in any media.

(10) InED Network reserves the right to make your video available to the general public from its website and to distribute it to groups and any other organizations interested in showing it for educational purposes, including, but not limited to, on internet sites, at conferences and events, on television, and other media outlets.

(11) InED will disqualify any entries deemed to contain offensive material.

(12) The winner will be notified via email and announced on the InED website in May 2014.

Formatting Requirements

- (1) The video must be 30 seconds to 60 seconds in length.
- (2) You may enter only one version (30 seconds to 60 seconds) of your Public Service Announcement (PSA);
- (3) The video cannot have been submitted previously in a promotion or contest of any kind or exhibited or displayed publicly through any means previously;
- (4) The video must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright or license infringement;
- (5) The video must not contain brand names or trademarks;
- (6) The video must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous;
- (7) The video must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, gender identification or age; and
- (8) The video must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where the video is created.

Judging Criteria

Message and appropriateness to theme (40%)

- The video shares a positive message about including students with disabilities in a general education classroom.
- Video features diverse range of types of disabilities.
- Involves kids talking to kids.
- Communicates a positive message.

Creativity & Originality (40%)

- Video uses fun and new methods to get the message presented.
- Innovative methods used to convey the message.
- Audio and visual enhance, rather than distract from, the underlining message.

Audience Appeal/Quality (20%)

- Audio quality: any dialogue can be easily understood, music and/or sound effects are of adequate fidelity.
- Any talking is easily understood.
- Visual quality: video production appears professional, any visual effects contribute rather than distract from message.
- The video appears professional and all visual effects add to the message rather than distract from the overall message.