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National Economic Education Video Competition

Submission Packet

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Official Rules

CONTESTANT ELIGIBILITY

- You must be at least 13 years of age, as of the date you submit your entry, and an individual eligible to receive a U.S. Savings Bond. (See http://www.treasurydirect.gov/indiv/research/indepth/ibonds/res_ibonds_ibuy.htm for eligibility requirements.)
- To submit a video, you must be a registered user of the YouTube web site.
- If you are an employee of the Federal Reserve System or the immediate family member of an employee of the Federal Reserve System, you are prohibited from entering.
- If you are currently under contract with a third party that would conflict with any aspect of this contest, you are prohibited from entering.

VIDEO CONTENT

- Your video must cover the following economic concept: the importance of an independent central bank.
- Your video must be suitable for viewing in a high school classroom.
- Your video must be no more than five (5) minutes in length, and must adhere to all YouTube file size, formatting, and time restriction requirements.
- Your video must be in the English language.
- Your video must be original and owned by you or, in the case of team entries, by your team.
- You may not submit any video previously used in any other competition, or that has been previously published or won any award.
- Your video cannot:
 - contain any nudity, lewd material or content the Federal Reserve Bank of St. Louis deems inappropriate for public viewing, or for viewing in a high school classroom;
 - defame, invade privacy, abuse, threaten, harass, or use obscene or offensive language towards a third party or the Federal Reserve;
 - infringe on any intellectual property or other right of any person or entity;
 - falsify or delete author attributions, legal notices, or other proprietary designations;

- use copyright-protected material (including music) unless given express written permission from the copyright holder;
- depict or mention any other trademarks or brands except the Federal Reserve;
- violate any law or advocate illegal activity;
- knowingly contain viruses, corrupted files, or other materials that may cause damage to any computer system; or
- advertise or otherwise solicit funds or sales of goods or services.
- If any other individual appears in your video you must obtain written waiver and release from each individual depicted (or the individual's parent or legal guardian, if the individual is a minor) and provide the waiver and release with your entry.

SUBMISSION RULES

- Submit your video to www.youtube.com using your personal account and with the following tag: **NEEVC11**
- Mail, fax or e-mail the completed submission packet to:

Shannon Smithers
Federal Reserve Bank of St. Louis
National Economic Education Video Competition
P. O. Box 442
St. Louis, MO 63166
Fax: 314-444-8350
E-mail: shannon.r.smithers@stls.frb.org
- To be eligible for the contest, your video and all related documentation must be received by 5 p.m. CST on April 18, 2011.
- The file size of your video cannot be bigger than 1 GB.
- Your video must comply with all YouTube content submission rules.
- You must submit the following with your video:
 - Video submission form
 - Copy of the Official Rules signed by you and every team member. If you are under 18, your parent or legal guardian must sign for you. If your entry is a team submission, the parent or legal guardian of any team member under 18 must sign for that team member(s).

Official Rules, cont.

- Waiver and Release form for every individual appearing in the video
- Written permission for any copyright protected material used in the video, giving the Federal Reserve Bank of St. Louis the same rights to the material as those granted by entrants to use of the video
- There is no fee to enter your video in this contest.
- The Federal Reserve Bank of St. Louis will not return your video.
- The Federal Reserve Bank of St. Louis will ask finalists and winners to provide a copy of their original video file prior to distributing prizes. Accordingly, you should keep a copy in the original format.
- The Federal Reserve Bank of St. Louis will not be responsible for lost, late, misdirected, damaged submissions or attempted submissions, or for e-mail, internet, computer hardware and software, phone, and/or any other technical errors, malfunctions, and delays that may prevent you from uploading your video into the competition, or interfere with your compliance with the rules of this competition. All responsibilities related to submitting a qualifying entry fall on you, the entrant or potential entrant.
- The Federal Reserve Bank of St. Louis is not required to host, display, accept, consider, or broadcast any video submitted.

JUDGING AND SELECTION

- The Federal Reserve Bank of St. Louis will validate all entries and will determine, at its sole discretion, whether each video meets the entry criteria detailed herein for acceptance as an entry into the contest.
- The Federal Reserve Bank of St. Louis reserves the right to disqualify any entry that does not comply with contest rules.
- As the videos are intended for educational material, accuracy of economic concepts presented in the video is of paramount importance. Accordingly, the Federal Reserve Bank of St. Louis reserves the right to ask you to correct erroneous economic information contained in your video; however the Federal Reserve Bank of St. Louis is not required to do so, and may consider inaccuracy of economics as a factor in selecting finalists and winners of the contest. If you are asked to correct your video, you

will be given a reasonable time to do so. If you are unable to return a corrected video within the time limit, your video may be disqualified.

- The Federal Reserve Bank of St. Louis will select finalists from validated entries, and will post finalist videos to YouTube.
- First, second, and third place winners will be selected by the Federal Reserve Bank of St. Louis.
- Winning submissions will be judged according to rubric criteria (page 9).
- An additional prize will be awarded for “Popular Choice” to be determined by YouTube viewers.
- If chosen as a winner, you will be required to submit an affidavit of eligibility before a prize can be awarded to you.
- If there are no validated submissions suitable for the purpose of economic education, prizes will not be awarded.
- Prizes for team entries will be awarded to the person submitting the video. Any sharing of the prize is between that person and the other team members, and the Federal Reserve Bank of St. Louis assumes no responsibility for prize distribution to team members, nor will it become involved in disputes among the team members.

PRIZES

- **First place:** \$1000 Series I U.S. Savings Bond
- **Second place:** \$750 Series I U.S. Savings Bond
- **Third place:** \$500 Series I U.S. Savings Bond
- **Popular Choice:** \$250 Series I U.S. Savings Bond

NOTIFICATION

- Winners will be notified via e-mail at the address provided on the submission form and must respond within 7 days.
- In order to receive the prize, winners must submit a completed W-9 form, a copy of your original video file, and any additional documentation required by the Federal Reserve Bank of St. Louis within 14 days of the date of notification.
- Failure to return required documentation within 14 days, or to comply with any term or condition of the rules

Official Rules, cont.

or prize notification, may, in the sole discretion of the Federal Reserve Bank of St. Louis, result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to an alternate winner.

OTHER RULES

- You understand and agree that once you submit your video you shall have no right to prohibit, restrict, revoke or terminate any of the rights granted to the Federal Reserve Bank of St. Louis hereunder.
 - You understand and acknowledge that you are not entitled to any compensation or other consideration for your video or any use made of your video once submitted into the contest.
 - By entering the contest, you agree to indemnify and hold harmless the Federal Reserve Bank of St. Louis, its officers, employees, representatives, agents, and competition judges, from any claims, damages, and expenses (including reasonable attorneys' fees and related disbursements) arising from or related to that entrant's participation in the contest, including but not limited to any claims, damages, and expenses arising from or related to entrant's actual or alleged infringement or violation of any patent, copyright, trademark, or other proprietary right.
 - By submitting your video into this contest, you hereby grant to the Federal Reserve Bank of St. Louis the royalty-free nonexclusive right to copy, sublicense, edit, modify, publish, transmit, make derivative works, distribute, delete or display the content of the video and elements embod-
- ied within the video, in whole or in part, worldwide, in any media including television broadcast and via Internet download, streaming, transmission, exhibition or distribution physically or by any computer-mediated networked communication systems, whether now existing or later invented in perpetuity, without limitation and without consideration or acknowledgment to the entrant, including for advertising/publicity purposes without compensation, except where prohibited by law. You understand, however, that the Federal Reserve Bank of St. Louis is not assuming any obligation hereunder to broadcast or distribute any video submitted into the contest.
 - By submitting an entry, you grant the Federal Reserve Bank of St. Louis the right to use and authorize others to use information provided by you to the Federal Reserve Bank of St. Louis hereunder, including your name and city of origin, as well as excerpts from your submission/s and the names, voices, likenesses, and biographies of all persons performing services in connection with the video in any media, as news or information for advertising, educational, trade and promotional purposes, and for other purposes by or for the benefit of the Federal Reserve Bank of St. Louis.
 - You agree to be bound by the decisions of the judges and these official rules and to comply with all federal, state, and local laws and regulations as well as all rules and terms of use posted on You Tube.
 - The Federal Reserve Bank of St. Louis reserves the right in its sole discretion to cancel or terminate the contest and to select winners from among eligible entrants legitimately received prior to the event causing cancellation or termination.

I acknowledge that I have read and understood the official rules and agree to them.
(Provide signatures of all team members, or the signature of the parent or legal guardian for individuals under 18.)

_____ SUBMITTER PRINTED NAME	_____ SIGNATURE	_____ DATE
_____ TEAM MEMBER PRINTED NAME	_____ SIGNATURE	_____ DATE
_____ TEAM MEMBER PRINTED NAME	_____ SIGNATURE	_____ DATE
_____ TEAM MEMBER PRINTED NAME	_____ SIGNATURE	_____ DATE

Video Submission Form

PERSON SUBMITTING VIDEO

This is the primary contact for further correspondence, including prize award. Valid information must be provided.

FIRST NAME		LAST NAME	
ROLE IN VIDEO			
ADDRESS			
CITY	STATE	ZIP	
DAYTIME PHONE		ALTERNATE PHONE	
E-MAIL			

VIDEO TEAM MEMBERS (IF APPLICABLE)

Provide First Name, Last Name, role in video and valid e-mail for each additional team member.

FIRST NAME		LAST NAME	
ROLE IN VIDEO			
E-MAIL			

FIRST NAME		LAST NAME	
ROLE IN VIDEO			
E-MAIL			

FIRST NAME		LAST NAME	
ROLE IN VIDEO			
E-MAIL			

FIRST NAME		LAST NAME	
ROLE IN VIDEO			
E-MAIL			

Video Submission Form, cont.

VIDEO INFORMATION

TITLE
SHORT SYNOPSIS OF YOUR VIDEO (100 WORDS OR FEWER)
OTHER DOCUMENTS PROVIDED (CHECK ALL THAT APPLY)

- Copy of the Official Rules signed by each team member or parent/legal guardian, if required
- Waiver and Release for each individual appearing in the video
- Written permission for copyrighted material appearing in the video

Waiver and Release Form

(Provide this form for every individual appearing in your video.)

I, **[Your Name]** _____, enter into this waiver and release with the Federal Reserve Bank of St. Louis. (“Bank”)

- OR -

I, **[Your Name]** _____, am the parent or legal guardian of **[Your Child’s Name]** _____, a minor child, I have consented to my child’s appearance in a video created for and submitted to the **National Economic Education Video Competition**, and I enter into this waiver and release with the Federal Reserve Bank of St. Louis.

I authorize Bank to create recordings of **[my]/ [my child’s]** image, likeness, and/or voice (“Recordings”) in connection with a video created for the **National Economic Education Video Competition**. I agree the Recordings may take the form of photographs, films, video and audiotapes, CD-ROMS, DVDs, digital files, and/or any other media, whether now existing or later invented. Bank may use the recordings at the Bank’s discretion. Bank may use and license others to use recordings in their original or edited form in any media for any and all educational or commercial purposes, and may use and license others to use my name, image, likeness, voice, and biographical or other information in connection with the Recordings.

I understand that use of the recordings may include, but not necessarily be limited to, the following:

- Internal use at Bank and other institutions, including streaming on the internet;
- Distribution through various means, which may include satellite broadcast, cable TV, webcast, on-demand, physical media;
- Educational, commercial or promotional use.

I am not **[and my child is not]** subject to any prior agreements that would limit the scope of the permission I am granting here. If I breach the representations I am making here, and if Bank should suffer damages as a result, I agree to indemnify Bank for those damages.

I further acknowledge that I **[and my child]** will not be compensated for any uses made of the Recordings, and that Bank exclusively owns all rights to the Recordings.

I hereby waive all rights and release Bank (including its officials, employees, representatives, agents, licensees, successors, and assigns) from, and shall neither sue nor bring any proceeding against any such parties for, any claim or cause of action, whether now known or unknown, for defamation, invasion of privacy, publicity or personality or any similar matter, or based upon or relating to the use and exploitation of the Recordings.

I agree that I have read and understood the contents hereof, that I am eighteen years of age or older, and that I have the right and authority to execute this Waiver and Release.

SIGNATURE

DATE

Copyright Permission Form

I, **[Your Name]** _____, represent and warrant that I am the owner and creator of the following intellectual property:

[list all copyrighted material here]

(hereinafter referred to as "Materials") included in the video entitled **[Name of Video]** _____
_____, created for the **National Economic Education Video Competition**.

I hereby grant the Federal Reserve Bank of St. Louis ("Bank") a nonexclusive, nontransferable, royalty free, no-cost, license to copy, sublicense, edit, modify, publish, transmit, make derivative works, distribute, delete or display the Materials embodied within the video, in whole or in part, worldwide, in any media including television broadcast and via Internet download, streaming, transmission, exhibition or distribution physically or by any computer-mediated networked communication systems, in photographs, films, video and audiotapes, CD-ROMS, DVDs, digital files, and/or any other media, whether now existing or later invented in perpetuity, without limitation and without consideration or acknowledgment, including for advertising/publicity purposes without compensation, except where prohibited by law.

SIGNATURE

DATE

Evaluation Rubric

SUBMISSION CRITERION				
Submission satisfies all rules regarding length, copy protection, and required paper work. (For the video to be included, it must earn 3 points for this criterion.)				
EVALUATION CRITERION	3 POINTS	2 POINTS	1 POINTS	0 POINTS
The explanation is presented in a logical progression of ideas.	Extremely clear and logical.	Understandable order.	Somewhat confusing.	Extremely confusing.
Examples/pictures/script used to illustrate the content are relevant.	All examples, pictures, and script used to illustrate the content are relevant.	The examples, pictures and script used to illustrate the content are relevant.	Some of examples pictures and content used to illustrate the content are relevant.	Most examples are irrelevant.
Content is illustrated in a creative or unusual way.	How did you think of that? The video contains clever dialog or narration, eye-catching and thought-provoking visuals and a unique method of conveying the concept.	The video contains many examples of clever dialog or narration, interesting visuals, and/or a unique method of conveying the concept.	Some parts of the dialog, visuals, and/or teaching method are clever and interesting.	The dialog, narration, visuals and method offered little that is new or clever.
The video is entertaining.	Thoroughly enjoyable.	It was interesting throughout.	I lost interest in some areas.	Not at all interesting.
The video is visually appealing.	The video is beautiful. Colors are true, contrast is well-defined.	The picture is in focus and the camera is steady.	A little shaky or fuzzy.	Very shaky or fuzzy.
The audio is clear and understandable.	Consistent volume and clarity. Speech (if any) is clearly articulated. Pace is excellent.	Mostly clear and consistent in volume. Speech is clear and well-paced.	The volume faded in and out. Some speech is difficult to understand.	Audio was very unclear in much of the submission.
The video will hold up over time.	The background and dialog do not specifically relate to 2011.	Some current references; they won't become a distraction.	Too many current references; in 5 years viewers will consider the video irrelevant.	So many current references that it will be irrelevant in a few months.