JCC Quality Enhancement Plan (QEP) Video Contest (Promotion)

OFFICIAL RULES

1. Eligibility
The contest is sponsored by Johnston Community College (JCC) QEP Marketing Committee and the JCC Student Government Association and is open to registered students of JCC. Employees of JCC and their immediate family members (defined as parents, spouses, children, siblings and grandparents), and same household members of employees are not eligible to win.

2. Promotion Period
The promotion period begins Monday, January 12, 2015 and ends at 11:59:59 p.m. Eastern Time on Friday, March 6, 2015.

There will be three (3) prizes awarded at the end of the promotion period. Prizes will be awarded at the Johnston Community College Spring Fling celebration Wednesday, April 22, 2015 at 3:00 p.m. ET in the Children’s Area of the Learning Resources Center.

3. To Enter the Video Contest
To enter the Video Contest, go to http://www.johnstoncc.edu/about/qep/qep-special-events.aspx and follow the instructions.

4. Video Contest Criteria
   a. Gather your idea for a 1-3 minute video that will potentially be used in a JCC QEP online or televised advertisement. The video must answer the question: How has your writing improved while at JCC?
   b. BE CREATIVE! Make your video inspirational. Make it unexpected. Tell a story.
   c. Videos can contain music, graphic design, poetry, a skit, or any other creative technique.
   d. The length of the video should be a minimum of 1 minute and a maximum of 3 minutes. Videos that do not meet the time criteria will be disqualified.
   e. Do not use copyrighted materials, or feature people who did not give written permission to appear in your video. All participants in finalist videos must provide Model releases. Videos that do not meet this criterion will be disqualified.
   f. The video must be viewable by all audiences (G rating) and must not include profanity, nudity and/or explicit or inappropriate material. Videos that do not meet this criterion will be disqualified.
   g. Upload the video to YouTube.com and email the video URL link, your name, and a phone number you can be reached, to onthewritepath@mail.johnstoncc.edu.
   h. All video YouTube links must be submitted by Friday, March 6, 2015. Late entries will not be accepted.

5. Video Contest Judging Criteria
All videos submitted will be judged based on the criteria below. Judges may give scores ranging from 0 to 10 (0 = low and 10 = high).
   a. Content – 50%
      i. Does the video answer the question “How has your writing improved at JCC?”
   b. Originality and creativity – 25%
      i. Overall originality of ideas and style
c. Quality of production – 25%
   i. Visual aesthetics – the appearance of the video
   ii. Quality of audio, lighting, use of camera
   iii. Video editing

6. Video Contest Schedule
   a. Contest begins: 2:00 a.m. ET January 12, 2015.
   b. Contest ends: 11:59:59 p.m. ET March 6, 2015
   c. The judging period will be on March 17, 2015.
   d. Video winner announcement will be Wednesday, April 22, 2014 at 3:00 p.m. ET in the Children’s Area of the Learning Resources Center. **Winners must either be present or have a designee present.**

7. Selection of Winners
   Three (3) winning video submissions will be selected by a judging process in which a panel of judges will evaluate eligible submissions based on the criteria set forth above. The videos will be ranked: Grand Prize, Second Place and Third Place winners.

   All video finalists are subject to verification, including without limitation, verification of eligibility, compliance with these Official Rules, and completion of release forms, if required. If attempted notification is returned undeliverable, if a finalist cannot be verified, or if a finalist or their designee is unable to accept their prize, the prize will be forfeited and may be awarded to an alternate finalist.

8. Video Contest Additional Requirements
   a. The English language must be used for videos that contain spoken words.
   b. The person owning the YouTube ID for the video will be deemed the contest entrant. The entrant is the one (1) person who owns the email address associated with the YouTube ID. If any group elects to collaborate on a video submission, they are required to designate one (1) person as the main entrant. The main entrant agrees to these rules and if the video is a finalist, will accept the prize. **Only one prize will be awarded per entrant.**
   c. Each video submission must comply with YouTube Terms of Service http://www.youtube.com/t/terms, and Intel Privacy Notice http://www.intel.com/sites/sitewide/en_US/privacy/full.htm, as well as these Official Rules. In the event of any inconsistency between these Official Rules and the YouTube Terms of Service, the terms in these Official Rules shall prevail.
   d. Each video submission must be the original work of the video entrant and must be produced for this contest. It must not have been entered in or won previous contests or awards.
   e. Each video submission must not infringe any party’s intellectual property or other rights; it must be suitable for display and publication on national television (e.g., may not be obscene or indecent, including but not limited to nudity or profanity); it must not contain obscene or pornographic material; it must not contain defamatory statements (including but not limited to words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group); it must not include threats to any person, place, business, group, or world
peace; it must not invade privacy or other rights of any person, firm, or entity; and it must not in any other way violate applicable laws and regulations or network standards.

f. Each Video Submission must not feature distilled spirits (i.e., hard liquor), tobacco products (including cigarettes, cigars, pipe tobacco, chewing tobacco, and snuff), contraceptives, feminine hygiene products, fireworks, firearms and ammunitions, prescription drugs, illegal drugs and related drug paraphernalia, nutritional supplements, lotteries and gambling (including horse or dog racing and products or services related to gambling), or other inappropriate products.

g. Each Video Submission must not contain any copyrighted works (other than as owned by the Video Entrant). Use of any unauthorized music may result in disqualification of Video Submission, in Sponsor’s sole discretion.

h. Video entrants agree to release YouTube from all liability related to this contest.

i. All Contest Entrants further agree to release and indemnify and hold harmless Johnston Community College from any and all claims that any commercial, advertising, presentation, Web content, or any other material subsequently produced, presented, and/or prepared by or on behalf of Johnston Community College infringe on the rights of Entrant’s work as contained in any Submissions.

9. Video Contest Prizing – Now for the Fun Stuff!!
Johnston Community College will award a Grand Prize, Second Place, and Third Place prize to winners of the contest.

- **Grand Prize** – Apple iPad Air, Wi-Fi, 16GB, Silver color. Also included: iPad Air Smart Cover in Blue.
- **Second Place Prize** – Apple iPad mini 2, Wi-Fi, 16GB, Silver color. Also included: iPad Smart Cover in Blue.
- **Third Place Prize** – Beats Solo2 On-Ear Headphones in blue.

**TOTAL APPROXIMATE RETAIL VALUE FOR ALL VIDEO CONTEST PRIZES: $975.00 USD**

10. General Conditions

ALL PARTICIPANTS ACKNOWLEDGE AND AGREE THAT ENTRIES SUBMITTED FOR THIS PROMOTION ARE SUBMITTED ON A NONCONFIDENTIAL AND NON-PROPRIETARY BASIS AND MAY BE USED BY JCC FOR ANY AND ALL ADVERTISING AND PROMOTIONAL PURPOSES INCLUDING (BUT NOT LIMITED TO ANY MEDIA NOW KNOWN OR HEREAFTER DEVELOPED.

By uploading your video entry, you irrevocably grant JCC a non-exclusive, royalty free license to: (i) copy, reproduce, adapt, translate, alter, rearrange, edit, cut, and add to or delete from your video (including without limitation the right to extract audio only or picture only content from your video), in any way whatsoever, for the purpose of advertising or promoting JCC.

11. Publicity

Except where prohibited by law, participation in the contest and acceptance of prize constitutes winner’s consent to JCC’s use of winner’s name, likeness, voice, opinions, hometown, and state and other indicia of persona for promotional, trade, or advertising purposes in any media without additional payment or consideration.
12. Conduct

By participating in this contest, participants agree to be bound by these Official Rules and the decisions of the judges that shall be final and binding in all respects. The Official Rules will be available on the Web site throughout the Promotion Period. Failure to comply with these Official Rules may result in disqualification. JCC reserves the right to disqualify any individual found to be tampering with the entry or voting process or the operation of the contest; or to be acting in any manner deemed by JCC to be in violation of the Official Rules; or to be acting in any manner deemed by JCC to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten, or harass any other person.

13. Winner Notification

Finalists will be notified by email and phone within one (1) week of the judging. Notification of Finalist status must be kept confidential until JCC publicly reveals the winners April 22, 2015 after the Spring Fling celebration on campus.