

# #ICanDoSomething Video Challenge Details

## Video Guidelines:

**WE WANT TO ENCOURAGE YOUR CREATIVITY BUT WE ARE UNABLE TO CONSIDER VIDEO SUBMISSIONS THAT DO NOT FOLLOW THE GUIDELINES BELOW:**

- ❑ Videos must be uploaded to You Tube and received by OPDV throughout the month of January, 2016. Late, lost, damaged, illegible, unusable, unreadable or stolen video entries, regardless of cause will not be accepted or considered. A complete submission must include:
  - ❑ 1 completed entry form that includes a link to your video online.
  - ❑ Signed/completed talent releases for each person appearing in, or all, who participate in the production of your video.
- ❑ All those involved in the finished product **MUST** be 14-18 years of age at the time of entry. OPDV staff and relatives are not eligible. All videos submitted should:
  - Not exceed 60 seconds in length
  - Target teens
  - Feature and promote one or more of the Healthy Relationship Values
- ❑ All videos submitted must be your own original creations in which you have the right to enter and submit and grant a license and all the rights described and contemplated in these official rules. Ensure that your submission:
  - Does not infringe any other person's or entity's rights; including, but not limited to: privacy, publicity or intellectual property rights;
  - Does not violate or breach any law, regulation, judicial order or requirement or breach any agreement or obligation by which the entrant or NYS OPDV may be bound;
  - Does not contain any content, including, without limitation, music, lyrics, photos, artwork, images, text or any other materials which are not original to the entrant, unless accompanied by full release and;
  - Has not been previously submitted or used in any contest, sweepstakes, advertising, or promotions of any kind.
  - Plain language explanation: This means that you cannot use music, photos or video that someone else created, unless you have the creator's written permission to use it, and should not use pictures or video of any other person unless you have their written permission to use those images. When making your video, do not break any laws, violate a court order, or do anything else that could result in legal trouble for you or OPDV. Respect people's privacy and property when making your video.
- ❑ Videos must not contain product placement: Does not contain commercial products (e.g., clothing, toys, food) and/or their trademarks, brands, or logos unless express written authorization for the use and inclusion in entry pursuant to these Official Rules is provided from the owner or authorized licensor;
- ❑ Videos should be kept impersonal: your entry cannot contain license plates, phone numbers, personal names, or other personally identifiable information concerning yourself or any other person;
- ❑ Videos cannot contain any malicious or executable code, links, script, or other elements which do or may redirect or affect the activity of any browser or computer system;
- ❑ OPDV reserves the right to approve use of the videos by any third party entity for a period of two years after the challenge ends;
- ❑ Videos must not contain:
  - Nudity or sexual content, including but not limited to pornographic and/or sexually explicit language or imagery;
  - Graphic violent content or language;
  - Language or behavior that promotes or condones violence against individuals or groups based on race or ethnic origin, religion, disability, gender, age, nationality, or sexual orientation/gender identity, or whose primary purpose is inciting hatred on the basis of these core characteristics;
  - Harmful or dangerous content that encourages viewers to engage in behaviors that could compromise their personal safety or the safety of others.
- ❑ **Scoring/Judging:** Videos must meet all criteria to be considered for selection. Videos will be based on all or some of the following:
  - Messaging: How well does the video communicate Healthy Relationship Values chosen?
  - Connecting teens to the message (i.e. would be relevant to all/most teens, regardless of gender, sexual orientation, race, economic status, etc.)
  - Demonstrated viral reach
  - Originality/Creativity