

Student Ethics Award Video Contest Guidelines

To Enter:

Contest begins 9:00 a.m., January 24, 2012. Produce a three (3) minute maximum video about Everyday Ethics; upload your video to YouTube and fill in the contest "Entry Form" page at www.mbc.bbb.org/studentethicsaward.

One video entry per person. All entries must be received by 5:00 p.m. (PST), April 13, 2012, the contest closing date. "BBB" (contest sponsor) is not responsible for any entries delayed, incomplete, destroyed, mutilated, lost or misdirected. NO PURCHASE NECESSARY.

Each video entry can be created by a contestant. The contestant submitting the video must be in grade 11 or 12 at the time of entry. Videos must be no longer than three minutes in length and must present at least one example of "everyday ethics." Videos must not contain, depict or refer to any sexually explicit, disparaging, discriminatory, offensive, illegal or otherwise unsuitable language, activity or other content (as determined by BBB, the contest sponsor, at its sole discretion).

Each video must meet all guidelines and criteria imposed by YouTube with respect to videos submitted to YouTube. If background music is used, for example, YouTube requires appropriate licensing. All videos submitted must be amateur productions; videos that have been professionally prepared and edited will not be eligible. All videos must be in English. Videos may be in black and white or colour and may be enhanced with graphics, special effects, animation or music.

By submitting a video to BBB in this contest you represent and warrant that you are the original creator of the video; that you are the sole owner of the copyright and all other rights in the video and all content in and on the video; that you can provide written consent from any person that is featured in the video; that the submitted video meets all of the video eligibility requirements set out in these rules. All contest entrants must be able to produce written consent from the parents or guardians of themselves and any person appearing in the submitted video if that entrant or participant is under the age of majority.

If the video submitted uses music, images or video clips that were not created by the entrant(s), the following verification will be required once a video is submitted: (1) written permission from the copyright owner AND/OR (2) payment receipt or other confirmation from a royalty-free service. If neither verification is available, then the submitted video will be disqualified. All decisions of the BBB Communications team and the independent judging organization regarding this requirement will be final.

Enter by going to YouTube and clicking on "Upload". If you are a YouTube member, login and upload your video to your YouTube account. If you are not a YouTube member, it's easy to set up a membership at <http://ca.youtube.com/signup>.

Follow the instructions to sign up for membership (there is no membership fee) and then upload the video to the new YouTube account. If you customize your video information, make sure your Broadcast Options are set to "Public – share your video with the world" (recommended) and your Sharing Options for Embedding is set to "Yes, external sites may be embed and play this video". After uploading the video to your YouTube account, visit the contest "Entry Form" page at www.mbc.bbb.org.com/studentethicsaward to register and submit your video for the

contest. You will be required to provide your contact information, the name of your video, your video's unique YouTube URL and you will be required to agree to these contest rules. The entrant is solely responsible for ensuring that all information provided is up to date and accurate. After the video has been submitted, the entrant will be directed to a confirmation page. Please note BBB is not associated with YouTube. All entrants must comply with YouTube's terms of use and BBB will not be liable regarding the entrant's use of or inability to use YouTube.

To enter the Student Ethics Award, all contestants will be required to fill in a completed application form including all other required documentation. In addition, "BBB" (contest sponsor) may collect certain personal, usage and purchase information. The finalists in the judging process will be required to provide a copy of their video on disc to BBB – as requested by the judging panel by **April 30, 2012**.

"BBB" (contest sponsor) will not wilfully disclose individually identifiable information about a contestant to any third party without first receiving the contestant's permission. "BBB" (contest sponsor) will not share or sell a contestant's personal information to other companies, organizations or individuals. For complete BBB privacy policy, visit www.mbc.bbb.org/privacy-policy/.

SCHOLARSHIP:

One student will be selected by a panel of judges to receive an award of \$2,250 to an accredited college or university of his or her choice in the United States or Canada.

All decisions of "BBB" (contest sponsor) and the final judging panel are final. "BBB" (contest sponsor) reserves the right to cancel this promotion at any time for any reason whatsoever.

HOW TO APPLY:

From January 24, 2012 to April 13, 2012, a screening committee of BBB (contest sponsor) will review all video submissions.

By entering the contest, the entrants agree to be bound by the rules of the contest with respect to all aspects of this contest. All permanent legal residents of British Columbia (B.C.) and Yukon are eligible to win, providing they are full-time grade 11 or 12 students attending a secondary school in B.C. or the Yukon as of September 2011.

"BBB" (contest sponsor) reserves the right to substitute other prizes of equal or greater value if any of the prizes offered are unavailable for any reason. If for any reason in the opinion of the contest sponsor, in its sole discretion, the contest is not capable of running as planned or if the administration, security, fairness, integrity or proper conduct of the contest is corrupted or adversely affected, including by reason of infection by tampering, unauthorised intervention, fraud, technical failures or any other causes beyond its control, the contest sponsor reserves the right to cancel, terminate, modify or suspend the contest including any method of entry.

All video entries become the property of "BBB" (contest sponsor), may be used by BBB for promotional purposes on their website, news media and social media networks such as YouTube and Facebook and will not be returned. The contest is subject to all Federal, Provincial and Municipal regulations and is void where prohibited by law.