

Student Release and Waiver Form

Spring 2009 Public Service Announcement Contest

The HensonFuerst Spring 2009 Video Public Service Announcement (PSA) Contest gives high school students the opportunity to develop creative and compelling PSAs to address important social issues that teens face every day.

What is the main idea to communicate?

The risk of being injured or killed while bicycling is a serious concern for many who live in Raleigh-Durham. Young cyclists can lack experience, and coupled with busy streets and sometimes distracted drivers, these factors often result in severe and potentially fatal accidents. Many of these accidents can be prevented through the proper use of safety equipment and observance of traffic rules and regulations.

To help young people make a difference and express their feelings about this important issue, HensonFuerst is hosting a video PSA contest for local high school students. **Students are asked to produce 28- to 29-second video PSAs discussing their feelings and advice regarding the dangers associated with bicycling.** The contest is designed to promote awareness regarding this topic, while allowing students to express themselves in creative manners.

Copyrights

HensonFuerst reserves the right to use the concepts from entries submitted in the competition. All entrants will be required to sign releases and waivers of liability. Aside from students' original work, only those selected logos, music clips, or other specified materials available for download on the My PSA Contest Web site (www.myPSAcontest.com) can be used in the public service announcements.

All entrants must be legal residents of the United States and cannot be employees or immediate family members living in the same household of an employee of (1) HensonFuerst, (2) My PSA Contest and its affiliate cj Advertising, or (3) HensonFuerst's advertising and promotion agencies. The competition is void where prohibited and subject to all applicable federal, state and local laws, rules, and regulations as well as the official competition rules, regulations, and procedures.

Contest Rules and Procedures

- PSA should follow the theme.
- PSA should be between 28 to 29 seconds in length.
- Scripts must be provided with entries.
- Entries must be sent by mail. Entries sent by e-mail will not be accepted.
- Include completed registration forms, waivers, and releases to entries.
- Include a comprehensive list of sources (if applicable).
- Videos will not be considered for judgment if they do not meet the requirements or are postmarked after the submission date of **Monday, April 13, 2009**.
- All entrants must sign a release as part of registration. By entering the contest, all participants, students, and advisers agree that all ideas expressed in written or presentation form become the property of HensonFuerst for any use whatsoever, without compensation of any sort to any person. The release and waiver of liability attached to these rules must be signed and delivered with the submission of each entry. All PSAs must abide by HensonFuerst's copyright guidelines when using any HensonFuerst names or logos.
- During the preparation of the campaign, questions

about the contest may be directed to info@myPSAcontest.com. All questions regarding the campaign must be e-mailed through the online form located at www.myPSAcontest.com or using the e-mail address info@myPSAcontest.com.

- The decision of the judges will be final. Winners will be posted on the HensonFuerst Web site (www.HensonFuerst.com) and the My PSA Contest Web site (www.myPSAcontest.com).
- Entries will be disqualified if they contain vulgar or inappropriate content; are not turned in with all proper paperwork; have postmarks later than **Monday, April 13, 2009**; or use copyrighted material.
- **PSAs must be submitted as a full-quality/full-frame (720 x 480 pixel) NTSC, recorded on DVD. Entries should be between 28 to 29 seconds in length and should include the proper registration forms, waivers, compliance statements, and releases. Also, entries must include a script. PSAs must be submitted via postal mail.**
- If there are fewer than five entries submitted to the Spring 2009 Video PSA contest, HensonFuerst has the right to void the contest.

Entries must be mailed to:

My PSA Contest
c/o cj Advertising
Cummins Station
209 Tenth Ave. South
Suite 500
Nashville, TN 37203

Entry Identification/Contact Info

Student's name and school should appear directly on the PSA entry.

Submitting Materials

A panel of judges representing HensonFuerst will select the winner. The PSAs will be judged on students' abilities to analyze and discuss the topic and produce a quality video. The creator of the winning PSA will receive either a Mac laptop computer with movie-making software OR a \$1,500 gift card to an electronics store; the school where the student attends will receive a \$500 donation; and the winning PSA will be aired on local television, the HensonFuerst Web site, and the My PSA Contest Web site.

Awards

The first place winner will be notified by representatives of HensonFuerst.

Eligibility

Participants must be legal residents of the United States and cannot be employees or immediate family members living in the same household of an employee of (1) HensonFuerst (or any of its affiliates), (2) My PSA Contest and its affiliate cj Advertising, and/or (3) HensonFuerst's advertising and promotion agencies. This contest is void where prohibited and subject to all applicable federal, state, and local laws, rules, and regulations as well as the official contest rules and regulations. Awards are nontransferable, not substitutable, nor redeemable, except at the sole discretion of HensonFuerst and/or My PSA Contest.

Original Work

Any materials—including but not limited to print, recorded, photographic, or electronic materials—supplied by participants for the purposes of the contest will be original works (except for material in the public domain or supplied by HensonFuerst and/or My PSA Contest). Materials cannot be used that will violate the trademarks, copyrights, and/or rights of privacy or publicity; all applicable federal, state, and local laws, rules and regulations must be complied with; and rights of submitted materials have not been previously given to any other person, organization, or business.

All of the materials created for the purpose of the Spring 2009 Video Public Service Announcement Contest will become and remain the property of HensonFuerst, and participants relinquish their titles and rights of the materials to HensonFuerst. HensonFuerst will own all title and rights of the materials, including but not limited to all versions of all recorded, print, broadcast, and electronic works or material produced or developed for use in the Spring 2009 Video Public Service Announcement Contest, without consideration to the entrant. HensonFuerst's rights of the materials will include the right to edit and/or change the materials in any way.

No trademarked, copyrighted, or otherwise branded materials, logos, products, etc. may be used without express written permission from the owner, business, and/or organization. This can include logos on t-shirts, trademarked brands on products, etc. If entries contain copyrighted, branded, and/or trademarked materials without proper permission, those entries will be disqualified.

Releases and Waivers of Liability

I agree that my entry gives permission to use my name, likeness, and entry for advertising, promotion, and/or other purposes, in any and all media at any time, without further notice or compensation to me, except where prohibited by law. HensonFuerst and My PSA Contest reserve all rights—including the right to edit, publish, use, modify, or dispose of any entry, online, in print, film, television, or in any other media for advertising, promotional and/or other purposes—without compensation or notification to me, except as prohibited by law.

I have included completed and accurate Talent Release Forms as necessary. All participants have knowingly agreed to appear in my entry and they have completed and signed any required Talent Release Forms.

I agree to return any award that may be awarded to me to HensonFuerst if any statement I have made in this release is untrue or false.

I agree to release, indemnify, and hold harmless HensonFuerst, My PSA Contest, cj Advertising, affiliates, and all others associated with the development and promotion of the contest, and the employees and affiliates of the parties mentioned above, from any and all damages, claims, causes of action and costs, resulting from or in connection with my participation in the contest or acceptance or use of any award; the use of the materials in any manner by HensonFuerst, My PSA Contest, and/or cj Advertising; and my negligent acts or omissions or willful misconduct in connection with the HensonFuerst Spring 2009 Public Service Announcement Contest.

I allow this release and waiver of liability and allow the information contained in them with the full understanding of its contents. I understand that I will not be allowed to participate in the contest without satisfactorily completing and signing this release and submitting it with any other necessary and required information and/or forms.

The winning PSA will be announced on April 15, 2009. The winning student will be contacted directly by HensonFuerst.



Spring 2009 Public Service Announcement Contest Student Release and Waiver Form

In consideration of the opportunity to participate in the HensonFuerst Spring 2009 Video Public Service Announcement Contest and for other consideration, the receipt and accuracy of which are understood, I, _____, hereby attest to HensonFuerst and agree to the rules, terms, and conditions outlined in the Student Release and Waiver Form.

I UNDERSTAND THAT THIS IS AN IMPORTANT LEGAL DOCUMENT. I HAVE READ ALL THE RULES AND REGULATIONS, AND I UNDERSTAND ITS CONTENTS.

Participant Signature: _____

Date: _____

Participant Name (Print): _____

Address Line 1: _____

Address Line 2: _____

City, State and ZIP: _____

Signature of Parent/Guardian if Participant is under age 18: _____

Date: _____

Parent or Guardian Name (Print): _____

This document must be completed in its entirety and returned with your PSA entry for consideration in the HensonFuerst Spring 2009 Video Public Service Announcement Contest. Entries are due by Monday, April 13, 2009.