

CollegeResponse[®] National Eating Disorders Screening Program[®]

PSA Rules and Submission Requirements

Rules for Submission

- Submissions are open to individuals or groups
- The PSA Contest is open anyone 18 years or older (no one under the age of 18 can be involved with any aspect of the video)
- PSA contest entries can be submitted between November 1, 2011 and February 3, 2012
- Video submissions should be approximately 30 seconds.
- Video submissions must meet the following program objectives:
 - Educate college students about eating disorders
 - Raise awareness about the prevalence of eating disorders and mood disorders on college campuses
 - Encourage viewers to take a free, anonymous screening at www.CollegeResponse.org
- Video submissions must include the following language:
Take an anonymous eating disorder screening at www.CollegeResponse.org
- Your acknowledgment and acceptance of the legal terms allows you to submit a video. If you do not read and accept the legal terms, you cannot submit a video for consideration.
- Participants *must* secure written consent to use any music that is not original or in the public domain (*entries will be disqualified without proper consent*). This means copyrighted music is NOT allowed.
- Participants must have written consent forms signed by all video participants (i.e., producers, editors, writers, and actors, etc.)
- Winners *must* have release forms signed by all video participants

Prizes

Grand Prize - \$500

Submission Agreement & Contest Rules

1. **ELIGIBILITY**. Anyone 18 years or older is eligible to enter, except for employees and agents of Screening for Mental Health and members of their immediate families. Each individual entrant may submit only one entry.
2. **DEADLINE**. All entries must be submitted online and must be submitted no later than February 3rd, 2012.
3. **JUDGING**. The winners will be selected by Screening for Mental Health, at its sole discretion. The decision of Screening for Mental Health is final. Screening for Mental Health reserves the right not to select any winner, at its sole discretion.
4. **PRIZES**. Subject to these Contest Rules, the grand prize winner will receive \$500. All winners may have an opportunity to have all or part of his or her video incorporated into a public service announcement by Screening for Mental Health. Notwithstanding the

foregoing, Screening for Mental Health may, at its discretion, decline to make and/or display a video based on any submitted entries.

5. **TAXES**. Winners are responsible for the payment of any taxes required under federal or state law. Screening for Mental Health may make any appropriate tax filing with government tax authorities.
6. **INTELLECTUAL PROPERTY**. In consideration for the opportunity to take part in the contest, winners hereby assign and agree to assign all rights to the video, including all copyright, to Screening for Mental Health. Winning entries become the property of Screening for Mental Health and will not be acknowledged or returned. Screening for Mental Health may, at its sole discretion, make and display the winning videos, modify the videos, and display the videos and any modifications thereof on Screening for Mental Health and on any other website and in any other medium. Screening for Mental Health may also, at its sole discretion, make the winning videos accessible in its archive.
7. **ORIGINALITY**. Each submitted video must be the original creation of the entrant. Entrants must have written permission for any content contained in the video that the entrant did not create, e.g., music, images.
8. **PUBLICITY**. Screening for Mental Health may use the name, photo, likeness, and biographical information of the winners in connection with the video and in other promotional material in all media.
9. **AFFIDAVIT**. The prospective winner may be requested to sign an affidavit of eligibility, originality, copyright assignment, permission to use name, likeness, and biographical information, and a release of liability. If the prospective winners do not sign the affidavit within a reasonable time after notification or attempted notification, Screening for Mental Health may, at its sole discretion, choose an alternate winner or decline to select any winner.