

Contest Rules and Entry Form

2009 “I Chews Local!” Short Film and Video Contest

PLACE (Promoting Local Agriculture and Cultural Experiences) invites you to enter short videos or films in our 2009 “I Chews Local!” Short Film and Video Contest. We welcome original films or videos no longer than five minutes in length that aim to inform or educate about the benefits of eating local food and supporting local farms.

The deadline for entry is June 30, 2009.

To enter you must submit ALL of the following:

- 1) A signed copy of the rules with each submission** (next to last page of this document)
- 2) A filled out entry form with each submission** (last page of this document)
- 3) An uncompressed quicktime (.mov) file on a dvd as data disk** (need uncompressed files to project on the big screen at Cine for the public screening—for format question contact Craig Page, craigp@localplace.org)
- 4) A playable dvd disk for submission preview**

Entries must be **received** (not just postmarked) by PLACE by 5:00 p.m. on June 30, 2009. Winners will be announced July 25, 2009 at the Athens Farmers’ Market after a public screening of the winning entries at Cine (234 West Hancock Avenue, Athens, GA 30601) on July 23, 2009.

Prizes will be awarded as follows: (TBA)

First Prize Overall Winner (All Age Categories): A \$50 gift card to The National and a \$60 Dual Membership to Cine.

Audience Choice Winner: A \$25 gift card to The National and a \$35 Single Membership to Cine.

Runner-Up Awards (Not the Overall Winner):

Youth (17 and under) Award: A \$25 gift card to The National and a \$35 Single Membership to Cine

Adult (18+) Award: A \$25 gift card to The National and a \$35 Single Membership to Cine

Official Rules, Regulations and Legal Conditions (“Official Rules”)

Please read the following before submitting short films or videos.

Include a signed copy of the Official Rules with each DVD submittal:

The 2009 “I Chews Local!” Short Film and Video Contest (“the contest”) is governed by the following rules, terms and conditions. By participating in the contest, you agree to these Official Rules and the decisions of the judges, which are final and binding. PLACE reserves the right to changes these rules or cancel the contest at any time, at its sole discretion.

The Contest is open to residents of Georgia and students enrolled in the University of Georgia, except:

- Board Members and employees of PLACE, or
- Immediate family of members of PLACE, or
- Film contest judges and their immediate family members.

Your Rights: You will retain all rights to any video or film you submit – including ownership rights if applicable – other than those rights licensed in the next sentence. By entering the contest, you hereby grant to PLACE and its members (i) a nonexclusive, worldwide, irrevocable, royalty-free license to reproduce, distribute and publicly show the videos or films you submit to the 2009 “I Chews Local!” short film and video contest, and (ii) the right to use your name, city and state of residence in promotions and other publications.

What We Are Looking For: The judges of the contest are looking for educational and creative short films and videos about the benefits of eating local food and supporting local food systems. The entries may cover the personal, social, environmental, and/or economic benefits of eating local and supporting local food systems. The judges are looking for thought-provoking, creative works that reflect how people can eat locally and why they should support their local food system. The target audience is Georgia residents but we will consider films made about or in other communities. We ask that the content be suitable for most ages (older elementary school through adult) and that it not include any profanity or violence. Please use good common sense and submit only films or videos that might be suitable for showing at a school, for example.

- Original works only please. Previously published videos or films for which non-exclusive rights were granted may be entered as long as you still warrant full usage rights for the PLACE and its members. Please disclose on your entry form when and where your film or video previously appeared.
- If there are people in your film or video, you are responsible for obtaining the necessary releases from the individuals in the film or video, and must be able to provide copies of those releases to PLACE. Template talent release forms are readily available on the Internet and may be tailored to your specific needs.
- Entrants must not infringe on the rights of any other video or filmmaker.
- Please only use original or copyright free music for your film or video soundtracks. Copyright law prohibits us from broadcasting your film or video if you use copyrighted music. Sources for copyright free music may be found on the Internet.
- Film or videos must be made in a responsible manner that includes, but not limited to, not harassing wildlife or people, not engaging in unsafe behavior and not damaging to the environment.

How to Enter:

- Amount: Contest participants may submit up to three short videos or films. There is no fee to submit entries other than packaging and postage.
- Entries must be provided in **both** of the following two formats:
 - **An uncompressed quicktime (.mov) file on a dvd as data disk** (need uncompressed files to project on the big screen at Cine for the public screening— for format question contact Craig Page, craigp@localplace.org)
 - **A playable dvd disk for submission preview**

If you use film to create your entry, it must be converted to a digital submission and formatted as DVD-Video before submittal as well as burned in .mov format on DVD

media. DVDs will not be returned. Do not send your only copy. PLACE may not be held responsible for any damage that might occur to submissions.

- Entry forms and Official Rules are available by emailing Craig Page, Executive Director of PLACE at craigp@localplace.org or by calling him at 706-461-8288. They are also available through PLACE's website: <http://www.localplace.org>.
- All entrants must submit a signed copy of the Official Rules along with their submissions. If the entrant is under 18, a parent or legal guardian must also sign the Official Rules.
- The entry deadline is 5:00 p.m. June 30, 2009. Winners will be announced July 25, 2009 at the Athens Farmers' Market after a public screening of entries at Cine (234 West Hancock Avenue, Athens, GA 30601) on July 23, 2009.
- PLACE reserves the right to adjust any deadline(s) as the result of causes beyond its immediate control.
- The short films or videos must be submitted as both (1) **An uncompressed quicktime (.mov) file on a dvd as data disk** and (2) **A playable dvd disk for submission preview** by mail to:

PLACE
Attn: Craig Page
"I Chews Local!" Short Film and Video Contest
PO Box 1924
Athens, GA 30603

Judging: The judges will consist of media professionals. PLACE shall determine winner eligibility in its sole and absolute discretion. All decisions made by the judges are final.

The short films or videos will be judged on:

- Educational and informational merit
- Originality and creativity
- Technical excellence
- Overall impact, and
- Artistic merit

Use of Winning Entries: The winning entries in the four categories (overall, audience choice, and both runner-up age group winners) will be used in PLACE's education campaigns, if deemed appropriate. This may include the short films and videos being used in whole or part for public service announcements, trailers before movies or for other educational purposes. Your name will appear as credit whenever the short film or video is used or shown. The entries will also be shown at a special viewing night for the public July 23, 2009 at Cine (234 West Hancock Avenue, Athens, GA 30601).

Legal Conditions:

The Applicant, in entering PLACE's 2009 "I Chews Local!" Short Film and Video Contest, agrees to all rules and regulations defined in the Official Rules, and agrees to release PLACE, its members and other representatives from any and all claims arising in any way from the submission of materials by or on behalf of the applicant. The applicant also grants a non-exclusive license, without compensation, throughout the world and in perpetuity, to PLACE to:

A) Show the contest entries to the public at a screening night to be held July 23, 2009 at Cine (234 West Hancock Avenue, Athens, GA 30601).

- B) Use the winning contest entries for not-for-profit PLACE educational and informational efforts including but not limited to public service announcements.
- C) Display the winning contest entries, in part or in its entirety, on PLACE websites (not for profit).
- D) Present the winning entries to the public by any means including, but not limited to, the internet, cable, satellite, radio, television, newspapers, VHS, CD and DVD.
- E) PLACE will retain ownership of the portable media for previously mentioned publishing purposes.
- F) These uses outlined above are not just for 2009. They may continue in perpetuity.

By signing below, the person submitting the enclosed contest entry to the PLACE's 2009 "I Chews Local!" Short Film and Video Contest indicates that he/she holds all necessary rights for the submission of the project and to grant the rights granted to PLACE. Please check out The Center for Social Media's Copyright & Fair Use guidelines for more information.

Participants also agree to indemnify, defend and hold harmless PLACE, its members and affiliates from any and all third party liability for any injuries, loss, claim, action, demand or damage of any kind arising from or in connection with the competition, including without limitation any third party claim for copyright infringement or a violation of an individual's right to privacy and/or publicity right. The Contest is void where prohibited by law.

I have read this release carefully, fully understand its content and voluntarily agree to its terms. I acknowledge that in signing this release, I am waiving certain legal rights on behalf of the applicant, including the right to sue.

Signed this _____ day of _____ 200__.

Applicant Name (Print) _____

Applicant Signature _____

Applicant Address (Print) _____

If applicant is under 18, a parent or legal guardian must sign.

Parent/Guardian Name _____

Parent/Guardian Signature _____

Please have a witness also sign.

Witness Name (Print) _____

Witness Signature _____

Witness Address (Print) _____

Entry Form

2009 "I Chews Local!" Short Film and Video Contest

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Age _____

The short films or videos must be submitted as both (1) **An uncompressed quicktime (.mov) file on a dvd as data disk** and (2) **A playable dvd disk for submission preview** by mail to:

PLACE
Attn: Craig Page
"I Chews Local!" Short Film and Video Contest
PO Box 1924
Athens, GA 30603

Optional: If you like, please tell us something about the making of this short film or video, or why you wanted to enter the contest:

Thank you for your submission to the PLACE's 2009 "I Chews Local!" Short Film and Video Contest!