

South Carolina Arts Commission
1800 Gervais Street
Columbia, SC 29201
(803) 734-8696
www.SouthCarolinaArts.com



South Carolina Arts Commission “Why Arts Funding Counts” Video Contest

Why should South Carolina support the arts? We’re challenging you to answer the question in your most creative way and capture it in a two-minute video. Use your skills as a film maker, story teller, commentator or artist to tell us why state arts funding counts in your community, school, personal life or career. Get together as a group or go at it alone—we just want to hear from you!

We’ll use the videos to help tell the story of how the arts make South Carolina a more creative, vibrant, interesting and smart place to live and visit.

Submit your video and/or vote by Sept. 30. Highest-rated videos—those with the most number of “Likes” — will be announced on Oct. 4. Top picks will appear on the S.C. Arts Commission website, Facebook page and You Tube channel.

CREATE A VIDEO » UPLOAD YOUR VIDEO » SEND US A LINK

To enter:

- Upload your video on YouTube. If you don't have an account, you can create one for free at <http://www.youtube.com/signup>.
- E-mail a link to your video to mmoore@arts.sc.gov. Include your name and town in the e-mail.

To vote:

- Visit the S.C. Arts Commission's You Tube channel @ <http://www.youtube.com/user/SCArtsCommission> to view the videos.
- Sign in. If you don't have an account, you can create one for free at <http://www.youtube.com/signup>.
- Watch the videos. Select "Like" to indicate your favorite videos.

A few guidelines (Read the “Rules and Regulations” for details.):

Terms of Use: Entrants must agree and comply with YouTube's Terms of Use @ <http://www.youtube.com/t/terms>

Age: You must be at least 13. Why? Because YouTube says so.

Size: Video entries must be two minutes or less, and no more than 100MB

Format: Videos from digital camcorders, camcorders, and phones are all acceptable if they're in .wmv, .avi, .mov, or .mogg format. Please avoid using any copyrighted material such as music, logo-apparel, etc. *California Gurls* may be your fav, but we're pretty sure Katy Perry and Snoop Dogg aren't going to give you permission to use it.

Content: Keep it clean: no nudity, no bad words. If you wouldn't want your mother to see it, don't send it to us.

The contest will be officially announced Aug. 18, 2010. Top entries will appear on the S.C. Arts Commission website, Facebook page and You Tube channel.

Key Dates for the Contest

- Aug. 18 – Sept. 30, 2010—Create, upload and e-mail your video to mmoore@arts.sc.gov
- Aug. 18 – Sept. 30, 2010—Voting period
- Oct. 4, 2010—Announcement of winners. Top entries will appear on the S.C. Arts Commission website, Facebook page and You Tube channel.

Does this contest seem familiar? That's because we've modeled it after Americans for the Arts' Why Arts Matter Video Contest @

http://www.americansforthearts.org/events/2010/50th_anniv/video_contest/001.htm.

We thought it was cool. Check it out for yourself!

For more information about the S.C. Arts Commission's Why Arts Funding Counts Video Contest, contact Misty Moore, mmoore@arts.sc.gov.

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South Carolina Arts Commission "What Arts Mean to You" Video Contest

RULES AND REGULATIONS

1. **ELIGIBILITY:** Contest is open to legal residents of South Carolina who are 13 years of age or older as of Aug. 18, 2010. A minor (for these purposes, a person under 18 years of age) submitting an entry should receive his/her parent/legal guardian's permission and include his/her parent's/legal guardian's name and daytime telephone number in the e-mail containing the contest entry link. Sponsor reserves the right to verify eligibility qualifications of the winner.

2. **CONTEST PERIOD:** The Contest periods are as follows and named as they will be referred to hereafter:

a. "Full Contest Period": From the contest announcement on Aug. 18, 2010 through featuring the winners on the web, Oct. 4, 2010.

b. "Contest Entry Period": Consists of a video submission phase, which begins Aug. 18, 2010, and ends Sept. 30, 2010. Entries received prior to or after Entry Period are void.

3. **TO ENTER:** Create a two-minute (or less) video to share Why Arts Funding Counts.

You must complete both of the following steps:

a. Register on YouTube. If you are not an existing user of YouTube, you will be required to create a free user account at <http://www.youtube.com/signup>.

Registration on YouTube must be completed before a video can be submitted. When you register your YouTube account, you will be required to agree to the YouTube Terms of Use, located at <http://www.youtube.com/t/terms>, and the YouTube Privacy Policy, located at <http://www.youtube.com/t/privacy>.

b. E-mail a link to your video to mmoore@arts.sc.gov. Include your name and town in the e-mail.

4. **CONDITIONS OF ENTRY:** As conditions of entry into this Contest and by uploading and entering a Submission, Entrant warrants and represents that the Submission (a) is original and has been legally created; (b) does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party; and (c) has not been published or distributed previously in any media. Entrant represents that he/she owns all rights to his/her Submission, including, without limitation, the copyrights in the recording and the performance contained therein. Entrant further represents and warrants that the Entrant has obtained permission from each person whose name, image, likeness or voice ("Likeness") is included in the Submission, and that such person(s) have granted Entrant all necessary rights to use the

person's Likeness as described in these rules, and that Entrant can make written copies of such permissions available to the Sponsor upon request. If the Likeness of a minor is included, such grant of rights must include written permission from the minor's parent or legal guardian authorizing the use of the minor's likeness on behalf of the minor. Entrant agrees to indemnify and hold Sponsor, its agencies and their respective affiliates, officers, directors, agents, co-branders or other partners, and any of their employees (collectively, the "Indemnities"), harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of the Indemnities due to or arising out of the Entrant's Submission, or the Entrant's conduct in creating a Submission or otherwise in connection with this Contest, including but not limited to claims for trademark infringement, copyright infringement; violation of an individual's right of publicity or right of privacy; or defamation. Entrant further agrees to release Sponsor from any and all claims that any advertising subsequently produced, presented, and/or prepared by or on behalf of Sponsor infringes Entrant's rights with regard to any elements, characters or ideas contained in any submission.

5. SUBMISSION FORMAT AND CONTENT REQUIREMENTS:

- a. Creative Assignment: Make a video to share Why Arts Funding Counts. You can show us how state arts funding has impacted your education, career or even your community.
- b. Technical Requirements: Video entries must be two minutes or less, and no more than 100MB. Videos from digital camcorders, camcorders, and phones are all acceptable if they're in .wmv, .avi, .mov, or .m4v format. See the YouTube User Terms of Use for additional details at <http://www.youtube.com/t/terms>.
- c. Additional Requirements: The video must be 2 minutes or less in length, including any tags. Once you complete and submit your video, your Submission is final and may not be modified or edited without permission from Sponsor. The person named as the registered owner of the user account on YouTube associated with the Submission and named in the contest entry e-mail must match, and that person will be deemed the entrant ("Entrant"), or the registered owner of the user account on YouTube must be the parent or legal guardian of the Entrant. In the event of dispute regarding the identity of an Entrant, dispute will be resolved in favor of the individual who is the "authorized e-mail account holder" of the e-mail address provided when the YouTube user account was created. "Authorized e-mail account holder" is defined as the natural person assigned an e-mail address by an Internet access provider, online service provider, or other organization (i.e., business, education institution) responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. If any group of individuals elects to collaborate on a Submission, they are required to designate one (1) representative to enter the Contest and accept the prize on behalf of the group. Neither Sponsor nor any of the Contest Parties are liable for any disputes between collaborators related to a Submission. Please note the following: Inappropriate Content: When YouTube users identify inappropriate content, as described in our Terms of Use (<http://www.youtube.com/t/terms>) and Community Guidelines (http://www.youtube.com/t/community_guidelines), they are able to flag the video. Each flagged video is promptly reviewed by YouTube administrators (24 hours a day, 7 days a week) who immediately remove any content that violates the Terms of Use. Sponsor is not help liable

for any for any video removed for inappropriate content and Sponsor reserves the right to remove any offensive video submissions without notification to Entrant.

7. SELECTION OF WINNERS: Entries will be evaluated by the public based on the number of “Likes” it receives. Entry must be in keeping with Sponsor’s image and may not be offensive, as determined by the South Carolina Arts Commission in their sole discretion. The South Carolina Arts Commission’s decisions are final and binding on matters relating to the Contest.

8. PRIZES: There are no monetary prizes. Most “Liked” videos will appear on the S.C. Arts Commission website, Facebook page and You Tube channel.

9. PERSONAL INFORMATION: Personal information collected through the Contest becomes part of the public record and is, therefore, public information. All who submit videos must comply with the S.C. Freedom of Information Act.

10. ORGANIZER/SPONSOR: South Carolina Arts Commission, 1800 Gervais Street, Columbia, SC 29201.