

MARYLAND FARM TO SCHOOL YOUTUBE VIDEO CONTEST

DESCRIPTION

The Maryland Department of Agriculture's Jane Lawton Maryland Farm-to-School program challenges students to create an original video answering the following question:

What does local food mean to you?

Students are encouraged to reflect on how eating locally affects Maryland farmers, the community, and themselves. Students may consider the following questions:

- Have you ever met a Maryland farmer?
- Have you ever been to a Maryland farm?
- What is your favorite farm-grown food?

Contestants are encouraged to be creative! Visit a local farm and learn what farmers do.

ELIGIBILITY

The Maryland Farm to School YouTube Video Contest requires the following from all contestants:

- Contestants must be a legal Maryland resident
- Contestants must currently attend an accredited Maryland public or independent school
- Contestants must be 5-18 years of age

THE DETAILS

- Videos can be any style: fiction or documentary, animated or live action.
- Videos cannot be longer than three minutes or shorter than 30 seconds.
- Both individual and group entries will be accepted.
- Groups cannot exceed three students.
- Group members must all attend the same school.
- Only one video submission per person/group will be allowed.

CONTEST PERIOD

The contest will officially conclude on Wednesday September 20, 2010 at 5:00 pm Eastern Standard Time.

HOW TO ENTER

Contestants must send an email to CorcorE@mda.state.md.us with the following information:

NOTE: For each individual in the video who wishes to be considered eligible for prize, the following information about EACH participant must be included in ONE joint email message. (Example: A group of three submitting a video must send ONE email with the following information about each of the three students).

- Video (Must be sent in one of the formats listed below)

- Full Name Date of Birth
- Maryland County of Residence
- Home Address
- School Name
- School Address
- Grade Level
- Email Address or Parent Email Address (please specify)
- Contact Telephone Number

If the contestant is under 18 years of age, the following information will also be required in the email:

- Parent(s) Full Name
- Parent(s) Telephone number
- Parent(s) Email Address

*For recognition purposes, if a teacher or other advisor helped the student(s) with the video, please include their name and email address.

NOTE: Save your Submission in the original format. If you are a winner, you will need to provide the Submission in its original format in order for the Submission to be valid.

Submissions that do not include all required information and adhere to the foregoing and following requirements will be considered void and will not be considered in the judging of this Contest.

Here's the list of some well-known formats that YouTube supports:

- WebM files (Vp8 video codec and Vorbis Audio codec)
- .MPEG4, 3GPP and MOV files - (typically supporting h264 and mpeg4 video codecs and AAC audio codec)
- .AVI (Many cameras output this format - typically the video codec is MJPEG and audio is PCM)
- .MPEGPS (Typically supporting MPEG2 video codec and MP2 audio)
- .WMV
- .FLV (Adobe - FLV1 video codec, MP3 audio)

After the submission is received, the Maryland Department of Agriculture will upload the video to the YouTube Channel titled "Maryland's Best." Participants will be notified when the video has been uploaded.

PRIZES

GRAND PRIZE:

- Participants of the winning video will each receive one Apple iPod Touch and one Maryland State Park Pass (valid for one year).
- The contest winner(s) school will also receive a visit from Maryland Secretary of Agriculture, Buddy Hance, who will have lunch at the school with the students,

and who will personally recognize the individual winner(s) for the video. The winning video will be publicized by the Maryland Department of Agriculture on their website and in other publications.

Note: The date of the school lunch visit with Secretary Hance will be determined after a winning video has been selected and will be scheduled at a mutually convenient time for both the Secretary and school.

POPULAR PRIZE: The member(s) of the video submission with the most views will receive a Maryland State Park Pass, valid for one year. In the event that the Grand Prize winner also receives the most number of views, the video with the next highest number of views will receive the popular prize.

The Maryland Department of Agriculture reserves the right to modify the contest prize at any time.

JUDGING

An unbiased panel from the Maryland Department of Agriculture will review each submission and will select a winner who best answers the contest question.

Submissions will be judged based on the following criteria:

- Creativity and Originality
- Content of the Message: The message compellingly addresses the topic of local food with particular emphasis on Maryland products and/or farmers

The contestant(s) selected as the winner must comply with all terms and conditions set forth in these Official Rules. The winner(s) will be notified either by email or alternative contact listing on or about September 20, 2010.

CONDITIONS OF PARTICIPATION

The Contest is open to youth currently enrolled in a Maryland academic institution (K-12). The Contest is subject to all federal, state and local laws and regulations. Void where prohibited by law. Participants agree to abide by the terms of these Official Rules and by the decisions of the Maryland Department of Agriculture, which are final and binding on all matters pertaining to this Contest.

By entering the Contest you grant the Maryland Department of Agriculture the right to contact you regarding your entry, publicize your entry, promote your entry for any other purpose related to the Contest, and/or broadcast your entry. Submission constitutes agreement to the rules of the Contest. Submissions with nonworking links to videos will not be considered. The Maryland Department of Agriculture is not responsible for technical problems on the host site. Entrants must comply with the technical and all other requirements of the YouTube source site.

Videos may NOT contain: Any copyrighted material for which you do not demonstrate the rights to use; 3rd party voice-overs for which you do not demonstrate the rights to

use; 3rd party stock photography or artwork for which you do not demonstrate the rights to use; Nudity, lewd or vulgar behavior; offensive language and/or gestures.

Note: Avoid wearing brands. All entries must be appropriate for all audiences. Videos referencing sex, drugs, or violence will not be accepted as entries. Any video that includes content that is deemed inappropriate, indecent, obscene, as determined by the Maryland Department of Agriculture in its sole discretion, will not be eligible.

Entrants represent and warrant that (i) the videos that they submit: are their own original creations and do not infringe any other person's or entity's rights; (ii) they have obtained permission, if applicable, from the people featured in the Video to enter this Contest; and (iii) the submission of the idea will not violate any enforceable agreements or understandings submitter has with any third party. Entries must be an original creation and not previously published or entered in other contests.

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.

Entrants agrees to indemnify and hold harmless the Maryland Department of Agriculture and its employees, representatives, and agents from any and all liability, loss, damage, cost or expense, including reasonable counsel fees and expenses, paid or incurred by reason of its breach of any of the obligations, covenants, representations or terms contained in these Contest Rules or by reason of its intentional or grossly negligent conduct relating to performance of this agreement.

GRANT OF RIGHTS IN VIDEO SUBMISSION

Submission of a video constitutes the irrevocable right to the Maryland Department of Agriculture of all rights in the video, all rights to use, copy, sublicense, edit, modify, make derivative works, publish, exploit, transmit, distribute, publicly perform, publish, delete or display the content of and elements embodied in the video and the video itself, in whole or in part, in perpetuity in any and all media (whether now existing or hereafter devised) without limitation, and without consideration or acknowledgment to the entrant and the unconditional right to use the idea and statements about the video for advertising/publicity purposes without additional compensation, except where prohibited by law.

COST

There is no cost to participate in the Contest. No purchase is necessary.

NOTIFICATION; PROVISION OF PHONE NUMBER, ADDRESS

Winners will be asked to confirm their phone number, mailing address and any necessary information. Entrants who do not provide a phone number and mailing address with their initial submission will forfeit any prizes. If an entrant cannot be reached by email within

ten (10) business days of the first attempt to notify them, the prizes may be forfeited and the next successful entrant will receive said prizes.

ANNOUNCEMENT OF WINNER

The Maryland Department of Agriculture will announce the winners and post their full names and the name of the school that they attend on the web site following the completion of the Contest.

USE OF WINNER NAME AND LIKENESS

Each winner who accepts any prize will be deemed thereby to have granted to the Maryland Department of Agriculture the right, at any time and from time to time, to print, publish, broadcast and use, worldwide and in any media now known or hereafter developed, including but not limited to, the Internet and world wide web, the name, portrait, picture, voice, likeness and biographical information of each such winner as news or information and for advertising and promotional purposes without additional consideration, except where prohibited by law.

DISQUALIFICATION

The Maryland Department of Agriculture reserves the right, in its sole discretion, to disqualify any participant that it determines, in its sole discretion, is ineligible to participate in the Contest. Failure to comply with these rules may result in a participant's disqualification.

LIMITATION OF LIABILITY

If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, The Maryland Department of Agriculture reserves the right at their sole discretion, to disqualify any individual who tampers with the Contest, and to cancel, terminate, modify or suspend the Contest. The Maryland Department of Agriculture assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries.

The Maryland Department of Agriculture is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail to be received by The Maryland Department of Agriculture on account of technical problems or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in this Contest.

LIMITATION OF REMEDIES

Under no circumstances, including negligence, shall the Maryland Department of Agriculture or affiliated entities or its successors or assigns, or any of their respective officers, directors, employees, agents and representatives be liable for any direct,

incidental, indirect, special or consequential damages, or exemplary or punitive damages, including, but not limited to loss of profits or harm to business or reputation, arising out of participation in the contest, posting on or access and/or download of any materials or information from any web site owned, operated or controlled by the Maryland Department of Agriculture or affiliated entities, or acceptance or usage of a payment, including without limitation damage to property and, to the maximum extent permitted by law, damages for bodily or personal injury, even if the Maryland Department of Agriculture or any affiliated entities, their successors or assigns, or any of their respective officers, directors, employees, agents or representatives has been advised of the possibility of such damages or loss. The aggregate liability of The Maryland Department of Agriculture arising out of any kind of claim (whether in contract, tort, or otherwise) shall not exceed \$1.00. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you.

AMENDMENTS

The Maryland Department of Agriculture reserves the right to suspend, cancel, terminate or modify the Contest without advance notice, and thereafter to re-commence such Contest, if at all, only at such time(s) and upon such terms and conditions as we shall deem reasonable under the circumstances.

SEVERABILITY

If any one or more provisions of these Official Rules are held to be invalid, illegal or unenforceable by a court of competent jurisdiction, such invalidity, illegality or unenforceability shall not affect the validity, effect or enforcement of any other provision or provisions of these Official Rules.

WINNERS LIST

A list of winners will be posted on the web site at the conclusion of the Contest. Any questions, contact Emelie Corcoran: CorcorE@mda.state.md.us.