



The JAMES and Me Streaming the James Video Contest Official Rules



1. Who Can Enter

- a. To be eligible to participate in this contest, entrants must be Virginia residents and be in middle or high school or college and live in a locality within the James River watershed.
- b. Employees of the James River Association, Sinclair Broadcast Group, Inc., Sinclair Television Group, Inc., Sinclair Television of Charleston, Inc., and any other company which owns, programs or provides other services to television broadcast station WRLH-TV (the "Station"), their affiliated companies, advertising and promotion agencies, any and all local television broadcast and cable stations, local radio and other media companies, and the immediate family members of each are ineligible. The term "immediate families" includes spouses, grandparents, parents, siblings, children and grandchildren.

2. How to Enter

- a. No purchase is necessary to enter. **Only one entry per contestant.**
- b. To submit an entry, each entrant must produce (write, shoot and edit to final production) their own twenty (:20) second public service announcement ("PSA"). The PSA must be exactly twenty (:20) seconds in length and focus on their connection to the James River. Each PSA will be counted as one individual entry, and cannot be entered more than once. Duplicate PSA entries will be disqualified, and the station reserves the right to disqualify the initial entry. To download and print out the official rules and entry form/release, log on to www.jrava.org/videocontest, or www.foxrichmond.com and click on ***THE JAMES AND ME*** link.
- c. Entrants will mail a complete entry to WRLH, Attn: Tracey Taylor, "***THE JAMES AND ME*** PSA Contest" 1925 Westmoreland Street, Richmond VA 23230. A complete entry consists of (i) completed entry/release form signed by entrant and his/her parent or legal guardian, (ii) appearance release forms signed by anyone other than you (the entrant), who appears in the PSA and his/her parent or legal guardian if they are under the age of 18 and (iii) the PSA. Entries must be received by the Station by 5:00 p.m. EST on Friday, October 2, 2009. PSA's must be submitted in DVD, Beta SP or DVC Pro format only. **No other format will be accepted.** Any entries which are not received by October 2, 2009 will be disqualified.
- d. The contest starts on August 17, 2009 at 10pm and all entries must be received by Station by 5:00 p.m. on Friday, October 2, 2009. Station is not responsible for lost, late, or misdirected mail or for printing errors, server unavailability, computer or any other electronic malfunction.
- e. All entries, including videos, received that are duplicates, mutilated, tampered with, illegible, or from ineligible entrants will be void. All entries, including videos, become the property of the James River Association, Inc. and will not be acknowledged or returned.
- f. By entering, entrants acknowledge that the PSA is their own original work. All entries must be entrants' original work and should not be/have been submitted to or published or broadcast by any other publication or media company. The PSA may not contain any copyrighted or trademarked material including but not limited to: photograph likenesses of or references to celebrities or known persons alive or dead, recorded music, published works from books, magazines, newspapers, plays, song lyrics, scripts, essays, articles, web site content, or clips from television programs or movies, sports footage, official logos of any organization, existing artwork or graphic design. Entrants cannot use copyrighted music in the PSA; only original or uncopyrighted music. The Station and JRA reserves the right to edit, crop or alter the PSA without notification to or approval by the entrant.
- g. No royalties, talent fees or compensation will be paid to those who appear in the video entry submission. Any individual appearing in the PSA who is not the entrant, must sign an appearance release form. Anyone under the age of 18 appearing in the PSA, must also have their appearance release form signed by their parent or legal guardian.

3. Judging of the Entries

- a. Each of the three James River regions--the upper, middle, and lower--will have a panel of three judges. These regional watershed judges will select a finalist in each of the three age categories (Middle School, High School, and



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College). There will be one finalist in each age category. Those finalists will be notified Friday, October 16, 2009. Finalists will be selected by the judges based on the following criteria:

- i) Overall impact: dynamic/persuasive/informational/emotionally moving/content focused message (message must address connections to the James River) (50%)
 - ii) Originality: concepts/ideas/format (25%);
 - iii) Cinematic Style: camera angles/editing/acting/direction/lighting (25%).
- b. In the event of a tie, the judges will make the final decision.
 - c. Each of the finalists will then air in equal rotation on the Station and be available for viewing online from October 20, 2009 to November 2, 2009. Viewers can vote online at www.jrava.org, one vote per IP address, per day.
 - d. Station may edit the entries to fit the confines of the 30-second pod in order to accommodate the sponsor introduction and ending. The Station reserves the right to edit, crop or alter the PSA without notification to or approval by the entrant.
 - e. On November 8, 2009, one (1) winner from the school aged contest will be announced at JRA's Annual Meeting based on the online voting results. The PSA with the most votes will be deemed the "Viewer's Choice" winner and will receive an additional cash prize of \$100.
 - f. The Station will not be held responsible for any server unavailability or any other computer or electronic malfunction relating to the online voting.
 - g. In the event of a tie, the finalist with the highest score from the judges initial scoring will be selected as the winner.
 - h. The winners will be invited to attend JRA's annual meeting on Sunday, November 8 where the winning films will be debuted.
 - i. The middle school, high school, and college category winner will be aired during the Thanksgiving football game on November 26, 2009. JRA and FOX Richmond reserve the right to use any of these videos as PSAs throughout the year.
 - j. Winning films will also be posted at www.jrava.org/videocontest and at www.foxrichmond.com and on other stations in markets along the watershed.
 - k. The decisions of the Station, JRA and judges are final. The Station, JRA and judges have the right to disqualify any entrant due to the breach of any representation made at the time of entry.

4. The Prize(s)

1. Each of the winners will receive a \$750 cash prize. In addition to the prize, the finalists and winners will receive exposure when their PSA's air on the station. The value of such exposure cannot be determined.
2. The finalists and winners will be notified by phone and email. The finalists and winners must show picture identification, sign and return a release and affidavit of eligibility to receive their prize. If a finalist or the winner is a minor, then the parent or legal guardian must sign a release and affidavit of eligibility before the finalist or winner takes possession of his or her prize.



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3. Station or JRA reserves the right to examine additional identification and may choose to accept or deny awarding the prize based on the identification presented.
4. If **(A)** the finalist does not return the affidavit of eligibility, the prize will be awarded to an alternate finalist, or if **(B)** the winner does not return the affidavit of eligibility, the finalist with the second highest online votes will be deemed the winner.
5. There will be no substitutions for prizes except at the sole discretion of the Station or JRA. The Station or JRA has the right to substitute a prize of similar value. No transfer or assignment of prizes is allowed.
6. The finalist/winner is responsible for paying all local, county, state and federal taxes on prizes based on the estimated retail value of the prizes as set forth in these rules.
7. Sinclair Television of Charleston, Inc., Sinclair Broadcast Group, Inc., Sinclair Television Group, Inc. and the James River Association are not liable if the provider of any part of the prize fails to satisfy its obligations to furnish its portion of the prize.
8. Sinclair Television of Charleston, Inc., Sinclair Broadcast Group, Inc., Sinclair Television Group, Inc., and the James River Association are not responsible for any liabilities arising directly or indirectly from the award or use of the prize.
9. In claiming your prize, you acknowledge that Sinclair Television of Charleston, Inc., Sinclair Broadcast Group, Inc., Sinclair Television Group, Inc., and the James River Association have the right to publicize your name, character, likeness, photograph, voice and the fact that you are the finalist and/or winner for promotional purposes without financial remuneration.

5. Odds of Winning/Miscellaneous

1. Complete contest rules are available Monday through Friday during normal business hours at WRLH FOX Richmond, 1925 Westmoreland Street, Richmond, VA 23230 and on the Station's website at www.foxrichmond.com and at the James River Association's website www.jrava.org/videocontest.
2. For a list of prize winners, send a separate, self-addressed, stamped envelope to the JAMES AND ME Winners, 1925 Westmoreland Street, Richmond, VA 23230 by February 28, 2010 or by visiting the James River Association's website after November 15, 2009.
3. This contest is subject to all applicable laws and regulations and is void where prohibited. Sinclair Broadcast Group, Inc., Sinclair Television Group, Inc. Sinclair Television of Charleston, Inc., and the James River Association accept no responsibility or liability in connection with any injuries, losses or damages of any kind caused by or resulting from the acceptance, possession or use of any prize awarded hereunder.
4. Station and the James River Association cannot be held liable for any lost or stolen entries, prizes or contest information.
5. Station and the James River Association reserve the right to make rules and contest changes and change the aforementioned contest dates.

Revised 10/13/09