



## **Teachers and Students: Tell us 'What Should the Next President Do to Improve the Economy?'**

This election season, the Council for Economic Education is holding a video contest asking students in kindergarten through 12th grade, via their teachers, for the best economic advice they can give our next President. Teachers should record one or a group of students answering the question "What Should the Next President Do to Improve the Economy?"

Official Rules - Election Video Contest for Teachers

NO PURCHASE NECESSARY TO ENTER OR WIN. OPEN ONLY TO LEGAL U.S. RESIDENTS CURRENTLY LIVING IN THE UNITED STATES. VOID ELSEWHERE AND WHERE PROHIBITED BY LAW. **NO CANDIDATE CAN BE MENTIONED BY NAME OR IMITATED.** VIDEOS THAT MENTION A CANDIDATE'S NAME OR IMITATES A CANDIDATE WILL NOT BE APPROVED FOR SUBMISSION. SEE BELOW FOR ADDITIONAL ELIGIBILITY RESTRICTIONS.

### *1. Overview*

The Council for Economic Education ("CEE"), the leading organization in the United States that focuses on the economic and financial education of students from kindergarten through high school, will conduct an online video contest for K-12 classroom teachers and their students during the 2016 election season.

### *2. Description of the Contest*

The CEE Election Video Contest for Teachers ("Contest") is a contest whereby teachers are invited to submit videos ("Videos") which they have produced featuring their students answering the question, "What should the next President do to improve the economy?"(see Video Requirements below). One winner will be chosen by CEE fans ("Viewers' Choice Winner") and one winner will be chosen by one or more economists selected as judges by CEE ("Economists' Choice Winner"). The winner in each category will be named the 2016 Winner for that category.

### *3. Sponsor*

The Contest is sponsored by CEE.

### *4. Binding Agreement*

Participants in the Contest agree to the Official Rules ("Rules"). **THEREFORE, ALL PARTICIPANTS SHOULD READ THESE RULES CAREFULLY BEFORE ENTERING THE CONTEST TO MAKE SURE THE PARTICIPANT UNDERSTANDS AND AGREES TO THEM.** If a Participant submits a Video to enter the Contest, all of the Participants in the Video will be deemed to have consented and agreed to the Rules. Participants may not submit Videos to the Contest and



are not eligible to receive either of the Prizes unless they agree to the Rules. The Rules are a binding legal agreement between Participants and CEE with respect to the Contest.

### ***5. Eligibility***

The Contest is open to those K-12 classroom teachers who are legal U.S. residents currently living in the United States and are eighteen years or older as of August 31, 2016 ("Teacher Participants") and their students ("Student Participants" and together with Teacher Participants, the "Participants") who have agreed to the Rules. Videos must be submitted by Teacher Participants. Teacher Participants must agree to the Rules by checking the box marked "I agree" at the end of the online submission process. By clicking "I agree", Teacher Participants certify that they are signing on behalf of themselves and on behalf of any Student Participants involved in the creation of the relevant Videos, and further that if any Student Participants involved are under eighteen years old as of August 31, 2016, the Teacher Participants have obtained permission from the Student Participants' parents or legal guardians that such Student Participants may participate in the Contest. The following individuals are not eligible to enter the Contest: members of CEE and CEE employees, and members of their "immediate families," namely, any parent, child, sibling and spouse of any Contest Party, and those living in the same household of any immediate family member.

### ***6. Video Submission Period***

The "Video Submission Period" begins at 9:00 a.m. EST on Monday, August 15, 2016 and ends at 11:59 p.m. EST on Friday, September 30, 2016 ("Contest Period"). All videos must be received during the Video Submission Period. Videos received after the Video Submission Period are automatically disqualified. As Videos are received by CEE, they will be examined by the CEE Review Board to determine if they are consistent with the Video Requirements and suitable to be seen by all ages. Entries that pass the Review Board will be posted on the CEE Video Contest Gallery Page after the Video Submission Period has ended.

### ***7. Public Voting Period***

Once the Video Submission Period ends, all Videos that meet the approval of the CEE Review Board will be posted simultaneously on the CEE Video Contest Gallery Page. The Public Voting Period will begin at 2:00 p.m. EST on Monday, October 3, 2016, and remain open until 11:59 p.m. EST on Friday, October 7, 2016. Each voter who visits the CEE Video Contest Gallery Page may vote once per day for a favorite Video. Votes must be received within the Public Voting Period in order to be counted.

### ***8. Submission of Entries***

To enter the Contest, Participants must:

- Shoot a Video meeting the criteria in Section 9 of the Rules. Entries that are judged as improper, insensitive, or otherwise inappropriate to the Contest, in the sole discretion of the CEE Review Board, will be disqualified.
- Submit the Video through the [CEE submission page](#) by entering the video url from a Vimeo, Vine, Instagram or YouTube upload.
- Complete the Entry Form. The Entry Form must be completed by the Teacher Participant.
- Agree to the Rules. Teacher Participants must check the box marked "I agree" at the end of the online submission process. By clicking "I agree", Teacher Participants certify that they are signing on behalf of themselves and on behalf of any Student Participants involved in the creation of the relevant Videos, and further that if any Student Participants involved are under eighteen years old as of August 31, 2016, such Teacher Participants have [obtained permission](#) from the Student Participants' parents or legal guardians that the Student Participants may participate in the Contest.
- Videos must be submitted by Teacher Participants. Each Teacher Participant may enter an unlimited number of Videos.

### **9. Video Requirements**

The Video MUST BE no longer than 60 seconds in length and less than or equal to 50 MB in size. The CEE Review Board reserves the right to disqualify any Video that in its sole judgment is greater than 60 seconds or 50 MB in size. The Video must directly address the question, "What should the next President do to improve the economy?" The Video must feature one or more Student Participants answering the question with their idea or suggestion for the next president of the United States. All Videos must be submitted in English and in one of the following formats: AVI, MOV, MPG, or WMV. A completed and submitted Video is final and may not be modified or edited further and becomes property of the CEE Review Board.

By submitting an entry, each Participant agrees to the Rules of the contest.

### **10. Judging**

- During the first round of judging, the CEE Review Board will examine each Video before it is posted to the CEE Gallery page to determine if its content is consistent with the Video Requirements and suitable to be seen by all ages. The CEE Review Board will consist of representatives from CEE. Each Video will be judged on a "Pass" or "Fail" basis. A Video that passes the CEE Review Board will be entered into the second round of judging. A Video that fails the CEE Review Board will NOT be entered into the second round of judging. All decisions of the CEE Review Board are final, binding, and non-appealable.
- The Viewers' Choice round of judging will consist of having the "Pass" Videos posted on the CEE Gallery page, so that visitors to the page can vote for the Video they like the best. Voters will be asked to vote for the Video that they think most effectively presents the best idea for the new president to improve the economy. Votes will be cast by clicking the link below the Video they wish to vote for. Each voter may only vote once per day. After the voter has clicked on the voting link corresponding to a Video, further voting from that IP

address will be blocked for the remainder of that day. A vote must be received within the Public Voting Period to be counted.

- The Video that receives the most votes will be declared the Viewers' Choice Winner. Only one (1) Viewers' Choice Winner will be selected. In the event of a tie or a technical or other failure that prevents the Viewers' Choice Winner from being determined, the CEE Review Board will select the Viewers' Choice Winner. CEE reserves the right to override the popular selection. The Viewers' Choice Winner will be notified directly via email and the Viewer's Choice Winner will be announced on Wednesday, October 12, 2016.
- The Economists' Choice round of judging will consist of one or more economists selected by CEE choosing the Video from among the "Pass" Videos that they feel most effectively presents the best idea for the new president to improve the economy. Only one (1) Economists' Choice Winner will be selected. In the event of a tie or a technical or other failure that prevents the Economists' Choice Winner from being determined, the CEE Review Board will select the Economists' Choice Winner. CEE reserves the right to override the economists' selection. The Economists' Choice Winner will be notified directly via email and the Economists' Choice Winner will be announced on Wednesday, October 12, 2016.

### **11. Prizes**

- Viewers' Choice Prize: The Teacher Participant that submitted the Viewers' Choice Winner will receive a \$500 American Express gift card for classroom use. Students appearing in the Viewers' Choice Winner will each receive a \$25 AMEX gift card. The Video will be featured at CEE's Visionary Awards gala and other events and posted on CEE websites and Facebook pages.
- Economists' Choice Prize: The Teacher Participant that submitted the Economists' Choice Winner will receive a \$500 American Express gift card for classroom use. Students appearing in the Economists' Choice Winner will each receive a \$25 AMEX gift card. The Video will be featured at CEE's Visionary Awards gala and other events and posted on CEE websites and Facebook pages.
- THE RETAIL VALUE OF ALL PRIZES IN THE CONTEST IS APPROXIMATELY: \$1500

### **12. Representations, Warranties, and Covenants of Participant(s)**

As conditions of entry into the Contest and by entering a Video, with respect to each such Video, the Teacher Participants and Student Participants warrant and represent that:

THEY OWN ALL RIGHTS TO THE ENTERED VIDEO, INCLUDING, WITHOUT LIMITATION, THE VIDEO OR DIGITAL RECORDING, AND THE PERFORMANCES CONTAINED IN THE VIDEO; THEY ARE THE INDIVIDUAL(S) PICTURED AND HEARD IN THE VIDEO, OR, ALTERNATIVELY, THAT THEY HAVE OBTAINED PERMISSION FROM EACH PERSON WHO APPEARS IN THE VIDEO, OR IN THE CASES OF MINORS, THE MINORS' PARENTS OR LEGAL GUARDIANS, TO GRANT THE RIGHTS TO CEE DESCRIBED IN THE RULES; AND



THE VIDEO: (a) WAS ORIGINALLY CREATED BY THE PARTICIPANTS; (b) DOES NOT INFRINGE THE INTELLECTUAL PROPERTY, CONTRACT, PRIVACY, MORAL, PUBLICITY, OR OTHER RIGHT OF ANY OTHER PERSON, (c) DOES NOT VIOLATE ANY LAW, REGULATION, OR NETWORK STANDARD; (d) HAS NOT BEEN ENTERED IN ANY OTHER CONTEST; AND (e) HAS NOT BEEN PUBLISHED PREVIOUSLY IN ANY MEDIUM.

In addition, each Participant:

- Hereby unconditionally and irrevocably grants to CEE, an irrevocable, world-wide, fully paid-up, non-exclusive, sublicenseable license in the submitted Video and its components. Without limiting its rights, CEE may reproduce, encode, store, copy, transmit, publish, distribute, post, broadcast, display, publicly perform, adapt, create derivative works of (as such term is defined under U.S. Copyright Law, 17 U.S.C. §101 et seq.), exhibit, and/or otherwise use or reuse (without limitation as to when or to the number of times used), the Video and the name, address, image, voice, likeness, statements, biographical material of all Participants related to the Video, including, but not limited to, the video or digital recording and performances contained in any of the above items (in each case, as submitted or as edited/modified in any way by CEE, in CEE's sole discretion), as well as any additional photographic images, video images, portraits, interviews or other materials relating to each Participant(s) or the Video and arising out of his/her participation in this Contest (with or without using the Participant's name) (collectively, the "Additional Materials") in any media throughout the world for any purpose, without limitation, and without additional review, compensation, or approval from the Participant or any other person. The foregoing rights are, collectively, the "License".
- Forever waives all right of privacy, right of publicity, intellectual property rights, and all other legal or moral rights that may preclude the CEE's use of the Video or Additional Materials in accordance with the License, or would require the Participant's permission for CEE to use them for any purpose, and agrees never to sue or assert any claim against CEE, its affiliates, legal representatives, assigns, agents, licensees, or anyone else's use of the Video and/or the Additional Materials pursuant to the License.
- Hereby releases and shall indemnify and hold CEE, and its affiliates, legal representatives, assigns, agents and licensees and their respective officers, directors, agents, co-branders, and other partners, and any of their employees and agents (collectively, the "Indemnitees") harmless from any and all claims, damages, expenses (including reasonable attorneys' fees, whether incurred as the result of a third party claim or a claim to enforce the Rules), costs, and liabilities (including settlements) brought or asserted by any third party against any Indemnitee(s) due to or arising directly or indirectly out of: (i) the Video or Additional Materials; (ii) Participant's conduct during and in connection with the Contest, including, but not limited to, infringement or misappropriation of any intellectual property rights or violation of any right of publicity or privacy, defamation, or other improper conduct; (iii) any claim(s) that any commercial, advertising, presentation, web content or any other material subsequently produced, presented, and/or prepared by or on behalf of any Indemnitee infringes on the rights of Participant's work as contained in any Video or any other right of Participant.



### **13. General Conditions**

All Teacher Participants must have a valid e-mail address, phone number, and mailing address. The winning Participants are solely responsible for any taxes due on the Prizes. No substitute prizes are offered except at the sole discretion of the Sponsor. Prizes are non-transferable. By participating, Participants agree to the Rules and the interpretation of the Rules by the Review Board, whose interpretation is final, binding, and non-appealable in all respects; and the Privacy Policy located at <http://councilforeconed.org/general-information/privacy-policy/>. Unclaimed prizes will not be awarded. No Videos or other materials will be returned. The CEE Review Board may, in its sole discretion, remove, delete and/or disqualify any Video deemed to be inappropriate or otherwise noncompliant. If for any reason the Contest is not capable of running as planned, including without limitation, infection by computer virus, software bug, tampering, unauthorized intervention, fraud, technical failure, unsatisfactory submissions, or any other cause which corrupts or affects the administration, security, fairness, integrity, or proper conduct of the Contest in the CEE Review Board's sole judgment, the CEE Review Board reserves the right, in its sole discretion, to cancel, modify, or terminate the Contest. Further, the CEE Review Board reserves the right, at its sole discretion, to disqualify any Participant or other individual who the CEE Review Board determines: (a) tampered or attempted to tamper with the entry process or the operation of the Contest; (b) violated any Rule; or (c) acted in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten or harass any other person. The Contest is governed by the laws of the State of New York. Any dispute which cannot be amicably resolved regarding the Contest, including any Video, shall be resolved in the federal or state courts located in New York County, New York, and Participant and anyone claiming through Participant hereby consents to the exclusive personal jurisdiction of such courts in such event.

### **14. Privacy**

Participant agrees that personally identifying information ("PII"), including, but not limited to, name, mailing address, phone number, and email address, may be collected, processed, stored and otherwise used for the purposes of conducting and administering the Contest as the CEE Review Board deems proper. Further, PII may also be used by the CEE Review Board or CEE to verify a Participant's identity, communication address, and telephone number. If a Participant does not complete the Entry Form, that Participant's Video will be disqualified. All PII provided will be maintained in accordance with CEE's Privacy Policy located at <http://councilforeconed.org/>, which Participant should read and understand. Any information a Participant provides by entering the Contest, including PII, is provided to CEE.

## **FAQ**

### **Who is eligible to submit videos?**

Any K-12 teacher may submit videos on behalf of his or her students.

### **What are the requirements for the video?**

Videos should answer the question "What Should the Next President Do to Improve the Economy?" in 60 seconds or less. Videos must be less than or equal to 50 MB in size. CEE is a bipartisan nonprofit, and therefore video submissions should not mention any Presidential candidate by name.

### **When are video entries due?**

All entries are due for submission by 11:59 p.m. EST on Friday, September 30, 2016.

### **How many videos can each teacher submit?**

A teacher may submit as many videos as they'd like.

### **Can more than one student be in a video?**

Yes. Videos may be one student talking about or portraying their idea, or it may be multiple students doing so. However, prizes for the winning team are limited to 4 students.

### **What is the best way to communicate to parents about this contest?**

We have a description of the contest that you can adapt to send to parents, available [here](#). Or you can write your own and share it with parents to make sure they allow their children to be videotaped and viewed on CEE's Gallery page.

### **What happens once a video is submitted?**

CEE will review all videos submitted to make sure that content is appropriate. At 2:00 p.m. on October 3 we'll post all approved videos to our Voting Gallery page, and then the voting may begin!





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**How long is the voting period?**

The voting period will be open until 11:59 p.m. on Friday, October 7.

**How can I direct people to vote for my video?**

Once the voting period begins, we will send you a direct link to your video.

**How often can people vote?**

People can vote once per 24 hour period.

**How many winners will there be and when will they be announced?**

There will be two winners: one for the Viewers' Choice, and one for the Economist's Choice. Both winners will be announced on Wednesday, October 12, 2016.

**What are the prizes for the winners?**

Each student participating in the winning Viewers' Choice or Economists' Choice video will receive \$25 AMEX gift certificates. Teachers submitting the winning Viewers' Choice or Economists' Choice videos will each receive \$500 AMEX gift certificates for classroom use.