

Student Release and Waiver Form

Spring 2009 Public Service Announcement Contest

The McDivitt Law Firm Spring 2009 Video Public Service Announcement (PSA) Contest gives high school students the opportunity to develop creative and compelling PSAs to address important social issues that teens face every day.

What is the main idea to communicate?

Many teens drink to fit in with their peers or to fill the absence of self-esteem. Regardless of the motivation, underage drinking can result in serious and life-altering situations. In addition to dangers such as violence, suicide, unwanted pregnancies, and education failure, underage drinking contributes to serious lacks of judgment, especially when it come to driving. Young drivers lack experience behind the wheel, and, coupled with alcohol, these factors often result in severe and potentially fatal traffic accidents.

To help young people make a difference and express their feelings about this serious issue McDivitt Law Firm is hosting a video PSA contest for high school students in the Colorado Springs area. **Students are asked to produce 28- to 29-second video PSAs discussing their feelings and thoughts regarding the dangers of underage drinking.** The contest is designed to promote awareness regarding this topic, while allowing students to express themselves in creative manners.

Copyrights

McDivitt Law Firm reserves the right to use the concepts from entries submitted in the competition. All entrants will be required to sign releases and waivers of liability. Aside from students' original work, only those selected logos, music clips, or other specified materials available for

download on the My PSA Contest Web site (www.myPSAcontest.com) can be used in the public service announcements.

All entrants must be legal residents of the United States and cannot be employees or immediate family members living in the same household of an employee of (1) McDivitt Law Firm, (2) My PSA Contest and its affiliate cj Advertising, or (3) McDivitt Law Firm's advertising and promotion agencies. The competition is void where prohibited and subject to all applicable federal, state and local laws, rules, and regulations as well as the official competition rules, regulations, and procedures.

Contest Rules and Procedures

- PSA should follow the theme.
- PSA should be between 28 to 29 seconds in length.
- Scripts must be provided with entries.
- Entries must be sent by mail. Entries sent by e-mail will not be accepted.
- Include completed registration forms, waivers, and releases to entries.
- Include a comprehensive list of sources (if applicable).
- Videos will not be considered for judgment if they do not meet the requirements or are postmarked after the submission date of **Friday, April 3, 2009**.
- All entrants must sign a release as part of registration. By entering the contest, all participants, students, and advisers agree that all ideas expressed in written or presentation form become the property of McDivitt Law Firm for any use whatsoever, without compensation of any sort to any person. The release and waiver of liability attached to these rules must be signed and delivered with the submission of each entry. All PSAs

must abide by McDivitt Law Firm's copyright guidelines when using any McDivitt Law Firm names or logos.

- During the preparation of the campaign, questions about the contest may be directed to info@myPSAcontest.com. All questions regarding the campaign must be e-mailed through the online form located at www.myPSAcontest.com or using the e-mail address info@myPSAcontest.com.
- The decision of the judges will be final. Winners will be posted on the McDivitt Law Firm Web site (www.McDivittLaw.com) and the My PSA Contest Web site (www.myPSAcontest.com).
- Entries will be disqualified if they contain vulgar or inappropriate content; are not turned in with all proper paperwork; have postmarks later than **Friday, April 3, 2009**; or use copyrighted material.
- **PSAs must be submitted as a full-quality/full-frame (720 x 480 pixel) NTSC, recorded on DVD. Entries should be between 28 to 29 seconds in length and should include the proper registration forms, waivers, compliance statements, and releases. Also, entries must include a script. PSAs must be submitted via postal mail.**
- If there are fewer than five entries submitted to the Spring 2009 Video PSA contest, McDivitt Law Firm has the right to void the contest.

Entries must be mailed to:

My PSA Contest
c/o cj Advertising
Cummins Station
209 Tenth Ave. South
Suite 500
Nashville, TN 37203

Entry Identification/Contact Info

Student's name and school should appear directly on the PSA entry.

Submitting Materials

A panel of judges representing McDivitt Law Firm will select the winner. The PSAs will be judged on students' abilities to analyze and discuss the topic and produce a quality video. The creator of the winning PSA will receive a prize; the school where the student attends will receive a donation; and the winning PSA will be aired on local television, the McDivitt Law Firm Web site, and the My PSA Contest Web site.

Awards

The first place winner will be notified by representatives of McDivitt Law Firm.

Eligibility

Participants must be legal residents of the United States and cannot be employees or immediate family members living in the same household of an employee of (1) McDivitt Law Firm (or any of its affiliates), (2) My PSA Contest and its affiliate cj Advertising, and/or (3) McDivitt Law Firm's advertising and promotion agencies. Students who win are not eligible to win the grand prize the following year; however, they can enter PSAs into the contest.

This contest is void where prohibited and subject to all applicable federal, state, and local laws, rules, and regulations as well as the official contest rules and regulations. Awards are nontransferable, not substitutable, nor redeemable, except at the sole discretion of McDivitt Law Firm and/or My PSA Contest.

Original Work

Any materials—including but not limited to print, recorded, photographic, or electronic materials—supplied by participants for the purposes of the contest will be original works (except for material in the public domain or supplied by McDivitt Law Firm and/or My PSA Contest). Materials cannot be used that will violate the trademarks, copyrights, and/or rights of privacy or publicity; all applicable federal, state, and local laws, rules and regulations must be complied with; and rights of submitted materials have not been previously given to any other person, organization, or business.

All of the materials created for the purpose of the Spring 2009 Video Public Service Announcement Contest will become and remain the property of McDivitt Law Firm, and participants relinquish their titles and rights of the materials to McDivitt Law Firm. McDivitt Law Firm will own all title and rights of the materials, including but not limited to all versions of all recorded, print, broadcast, and electronic works or material produced or developed for use in the Spring 2009 Video Public Service Announcement Contest, without consideration to the entrant. McDivitt Law Firm's rights of the materials will include the right to edit and/or change the materials in any way.

No trademarked, copyrighted, or otherwise branded materials, logos, products, etc. may be used without express written permission from the owner, business, and/or organization. This can include logos on t-shirts, trademarked brands on products, etc. If entries contain copyrighted, branded, and/or trademarked materials without proper permission, those entries will be disqualified.

Releases and Waivers of Liability

I agree that my entry gives permission to use my name, likeness, and entry for advertising, promotion, and/or other purposes, in any and all media at any time, without further notice or compensation to me, except where prohibited by law. McDivitt Law Firm and My PSA Contest reserve all rights—including the right to edit, publish, use, modify, or dispose of any entry, online, in print, film, television, or in any other media for advertising, promotional and/or other purposes—without compensation or notification to me, except as prohibited by law.

I have included completed and accurate Talent Release Forms as necessary. All participants have knowingly agreed to appear in my entry and they have completed and signed any required Talent Release Forms.

I agree to return any award that may be awarded to me to McDivitt Law Firm if any statement I have made in this release is untrue or false.

I agree to release, indemnify, and hold harmless McDivitt

Law Firm, My PSA Contest, cj Advertising, affiliates, and all others associated with the development and promotion of the contest, and the employees and affiliates of the parties mentioned above, from any and all damages, claims, causes of action and costs, resulting from or in connection with my participation in the contest or acceptance or use of any award; the use of the materials in any manner by McDivitt Law Firm, My PSA Contest, and/or cj Advertising; and my negligent acts or omissions or willful misconduct in connection with the McDivitt Law Firm Spring 2009 Public Service Announcement Contest.

I allow this release and waiver of liability and allow the information contained in them with the full understanding of its contents. I understand that I will not be allowed to participate in the contest without satisfactorily completing and signing this release and submitting it with any other necessary and required information and/or forms.

The winning PSA will be announced on April 10, 2009. The winning student will be contacted directly by McDivitt Law Firm.

Spring 2009 Public Service Announcement Contest Student Release and Waiver Form

In consideration of the opportunity to participate in the McDivitt Law Firm Spring 2009 Video Public Service Announcement Contest and for other consideration, the receipt and accuracy of which are understood, I, _____, hereby attest to McDivitt Law Firm and agree to the rules, terms, and conditions outlined in the Student Release and Waiver Form.

I UNDERSTAND THAT THIS IS AN IMPORTANT LEGAL DOCUMENT. I HAVE READ ALL THE RULES AND REGULATIONS, AND I UNDERSTAND ITS CONTENTS.

Participant Signature: _____

Date: _____

Participant Name (Print): _____

Address Line 1: _____

Address Line 2: _____

City, State and ZIP: _____

Signature of Parent/Guardian if Participant is under age 18: _____

Date: _____

Parent or Guardian Name (Print): _____

This document must be completed in its entirety and returned with your PSA entry for consideration in the McDivitt Law Firm Spring 2009 Video Public Service Announcement Contest. Entries are due by Friday, April 3, 2009.