

# The Geena Davis Institute on Gender in Media (GDIGM) Public Service Announcement (PSA) Contest

## OFFICIAL GUIDELINES

### NO PURCHASE NECESSARY VOID WHERE PROHIBITED

The goal of the **Annual GDIGM Public Service Announcement (PSA) Contest for 13 – 26 year-olds** is to raise awareness of gender imbalance in kids' media and to engage young people and younger filmmakers by giving them something to do about it.

To help ensure that your submission will be eligible, be sure to obtain proper talent and location releases and review the **Official Rules** carefully for important information such as proper format, content guidelines, and restrictions and requirements.

**1. ELIGIBILITY:** GDIGM PSA Contest (the "Contest") is open only to legal residents of the fifty (50) United States (including D.C.) who are at least thirteen (13) years old and not older than twenty-six (26) at the time of entry. All employees of GDIGM, Revver, Inc., all their respective advertising and promotional agencies and their respective parent companies, subsidiaries, affiliates, sales representatives, distributors, manufacturers, licensees or agents, and their immediate family members (parents, children, siblings) and those living in the same household of each, are not eligible to participate in this Contest. All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted.

**2. CONTEST PERIOD:** The Contest begins at 12:00 a.m. Eastern Time ("ET") on January 1, 2008 and ends at 11:59 p.m. ET on December 1, 2008 (the "Contest Period"). The Contest Period consists of an upload phase that begins at 12:00 a.m. ET on January 1, 2008 and ends at 11:59 p.m. ET on December 1, 2008.

**3. CONTEST SUBMISSION:**

a. **Contest Details:** 13 – 26 year olds engage with one of GDIGM's 3 key research points\* and use GDIGM's PSA guidelines to create a public service announcement.

Create a public service announcement of any genre (for example: mini-documentary, animated short, interview, skit comedy, parody, satire, news report, commercial, dramatic monologue, video collage, etc.) in one of the following exact time-limit increments. EITHER, 30 seconds, 1 minute, 1.5 minutes, 2 minutes, 2.5 minutes, or 3 minutes, that engages **one** of the following facts:

**1. G-rated movies and certain TV categories need more females as main characters, minor characters, narrators, and in crowds.**

3 out of 4 characters in G-rated movies are male. In TV-Y and TVY7 there are two times as many males as females.

**2. G-rated movies need to create more female characters with aspirations beyond romance.**

In G-rated films, female characters often have no personal aspirations beyond romance i.e. romantic love or getting married.

**3. G-rated movies need to create more women and girl characters that are valued for their inner character, too.**

In G-rated films, most often plots with female leads revolve around physical appearance and ability to attract a mate.

**NOTICE!** Each submission must end with a 5-second display in words of the fact on which the video is based followed by a 3-second display of this phrase:

Get involved at [www.TheGeenaDavisInstitute.org](http://www.TheGeenaDavisInstitute.org)

\*These findings were discovered by Dr. Stacy Smith and her team at the Annenberg School for Communication at the University of Southern California. They reviewed the male and female characters in the top 101 G-rated movies from 1990 to 2005, a total of 4,249 speaking characters (both animated and live-action film). During the summer of 2005, Dr. Smith and her researchers randomly sampled 1,034 shows across 11 network, cable, and public broadcasting outlets to build a composite seven-day week of live action and animation television programming created for children. They then coded attributes and behaviors of speaking characters using more than 75 criteria.

b. **Submission Requirements:** Each Submission:

- Must be in Quicktime, Windows Media, MPEG, MPG, ASF, MOV, WMV or AVI format.
- Must not be shorter than 30 seconds nor longer than 3 minutes. Must not exceed 150MB in size.
- Must comply with all Content Restrictions listed in Section 4 below.

c. **Upload Phase:** Go to [www.thegeenadavisinstitute.org](http://www.thegeenadavisinstitute.org) and follow the links and instructions for Submission. Submit the completed registration form and upload your Submission. All individuals who desire to participate in the Contest must first register to become an eligible participant (a "Participant"). During the registration process, each Participant will be required to click where indicated to confirm that such Participant agrees to be bound by these Official Rules, the Revver Terms of Use, and the Submission Agreement. Any Submission that includes content that is deemed inappropriate, indecent, obscene or otherwise does not comply with the Content Restrictions, as determined by Sponsor in its sole discretion, will not be eligible. All Submissions become the exclusive property of Sponsor, and none will be acknowledged or returned. Sponsor shall have the right to edit, adapt, and publish any or all of the Submissions, and may use them in any media without attribution or compensation to the contestant, his or her successors or assigns, or any other entity. ENTERING A SUBMISSION IN THIS CONTEST CONSTITUTES PARTICIPANT'S IRREVOCABLE ASSIGNMENT, CONVEYANCE, AND TRANSFERENCE TO SPONSOR OF ALL RIGHT, TITLE, AND INTEREST IN THE SUBMISSION, INCLUDING, WITHOUT LIMITATION, ALL COPYRIGHTS. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected entries which are void. In addition, by entering, contestants represent and warrant that the entries that they submit: are their own original creations, do not infringe any other person's or entity's rights, have not been submitted previously in a contest of any kind, and has obtained permission from the people featured in the Submission to enter this Contest.

Limit: Each Participant may enter no more than five (5) Submissions during the Contest Period. Multiple Participants are not permitted to share the same email address. Any attempt by any Participant to enter more than five (5) Submissions by using multiple/different email addresses, identities, registrations, or any other methods will void all Submissions entered by that Participant and that Participant, at the sole discretion of Sponsor, may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the registrant or Participant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. The potential winners may be required to show proof of being the authorized account holder.

d. **Judging Period:** Sponsor will post Submissions that comply with these Official Rules at [www.thegeenadavisinstitute.org](http://www.thegeenadavisinstitute.org). Qualified judges from production, entertainment, and non-profit backgrounds will determine the finalist based on the winner with the Submission that has the best depiction of one GDIGM fact. Potential Finalists will be notified on or about March 1, 2009 and must submit to Administrator at The Geena Davis Institute on Gender in Media, 315 West Ninth Street, Suite 942, Los Angeles, CA 90015, within seven (7) days from notification a signed Talent Release Form for each person whose recognizable voice and/or likeness appears in their Submission and, if necessary, a signed Location Release Form for the interior of each property depicted in the Submission. If a Potential Finalist fails to return signed Talent Release Form(s) and/or Location Release Form(s) within the required time period, Potential Finalist is no longer eligible for the Grand Prize.

e. **Content Restrictions:** The Submission must NOT contain:

- Music of any kind (including but not limited to background score, original music composed, commissioned or licensed by Participant or existing music composed and/or published by any recording artist)
- Nudity, lewd or vulgar behavior

- Material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, including but not limited to copyright infringement (i.e. use of clips, stills or other materials from any film or publication)
- Gratuitous violence
- Dangerous stunts
- Real weapons of any kind, including, but not limited to, guns, knives or projectiles.
- Brand names or trademarks (for example: nationally recognized trademarks for items such as soft drinks)
- Photos or artwork
- Smoking
- Drug use
- Material that is hateful tortuous, defamatory, slanderous or libelous
- Material that is promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
- Material that is unlawful, in violation of or contrary to the laws or regulations in any state where the Submission is created.

Failure of any Submission to comply with the above restrictions (collectively, the "Content Restrictions"), as determined by Sponsor in its sole discretion, will result in disqualification.

**4. JUDGING/REQUIREMENTS OF CONTEST WINNERS:** The Grand Prize Winner will be chosen based on the following criteria (the "Judging Criteria"): (50%) creativity, (50%) depiction of a **GDIGM** fact. Qualified judges, whose decisions regarding the contest and related matters are final, will choose one (1) Grand Prize winner. The Grand Prize Winner will be notified by email and or phone on or about May 1, 2009. Winners must comply with all contest rules as published. In the event of a tie for the Grand Prize, the Submission that is the most creative will win the prize. The potential Grand Prize winner (or parent/legal guardian if winner is a minor in his state of residence) will be required to sign and return an Affidavit of Eligibility and Liability and Publicity Release, where permitted, within five (5) days from the date of notification. In the event that any potential winner is disqualified for any reason, the prize will be awarded to the Participant with the next highest ranking by Contest Qualified Judges. Winners agree to conduct any and all media interviews related to the Contest if requested and not disparage Sponsor during any such interviews. Failure to comply with this requirement for any reason or return of prize notification or prize as undeliverable will result in forfeiture of any prize, and the prize will be awarded to the Participant with the next highest ranking by Contest Qualified Judges. Acceptance of prize shall constitute and signify the winner's agreement and consent that Sponsor may use the winner's name, address (city, state), likeness, and/or prize information for contextual purposes worldwide, including the internet, without limitation and without further payment or consideration, except where prohibited by law.

**5. PRIZE: ONE (1) GRAND PRIZE:** Trip for two (2) to Los Angeles, CA. Trip package includes roundtrip coach-class airfare for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Los Angeles, CA; four (4) days and three (3) nights accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); \$200 spending money; and one (1) meeting with a casting agent (or similar creative representative) determined by in its sole Sponsor. Time, location, and duration of meeting and designated casting agent (or similar creative representative) will be determined by Sponsor in its sole discretion. Winner may choose to receive the \$3,500 cash equivalent instead of trip package. Travel dates will be determined by Sponsor in its sole discretion and are subject to change. Trip must be booked at least twenty-one (21) days prior to departure. Trip subject to availability and blackout dates. Travel must be roundtrip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Travel companion must be eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsors' sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor not responsible if meeting with casting agent or similar creative representative is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole

discretion. Approximate Retail Value ("ARV"): \$3,500. Actual value may vary based on airfare fluctuations and distance between departure and destination.

The ARV of the Grand Prize is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. The Grand Prize is non-transferable. No substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute any listed prize or prize component for one of equal or greater value if a designated prize or component should become unavailable for any reason. Prizes consist of only those items specifically listed as part of the prize - any item, feature, cost or expense not specifically listed as part of the prize is the sole responsibility of the winner.

**6. GENERAL RULES:** By entering or participating in the Contest, Participants agree to be bound by these Official Rules. Sponsor assumes no responsibility for electronic hardware, programming or software malfunctions, or failures, or line connections, accessibility or availability, or technical failures of any kind, or unauthorized human intervention, or the incorrect or inaccurate capture of any Submission or other information, or for the failure to capture any such information. Sponsor is not responsible for: (1) any incorrect or inaccurate information, whether caused by Participants, or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Contest; or (4) technical or human error which may occur in the administration of the Contest or the processing of entries. Further, if, for any reason, the Contest is not capable of running as planned by reason of infection by virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of the Sponsor, may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right, at their sole discretion, to cancel, terminate, modify or suspend the Contest, and select the winner for the Contest, from the entries received prior to the action taken or in other such manner as deemed fair and appropriate by Sponsor. Participants, by participating in this Contest, hereby waive and release, and agree to hold harmless, Sponsor, Revver, Inc., all Contests and advertising agencies, and their respective parents, subsidiaries, affiliates, distributors, advertising and Contests agencies and all of their respective officers, directors, employees, representatives and agents, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death and property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of the prize in the Contest, or their participation in the Contest, or their participation in any Contest or prize related activity, or any travel related to the Contest or any travel for any prize related activity. Winner also further acknowledges that Sponsor, their affiliates, subsidiaries, employees, officers, directors, and Contests and advertising agencies have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law relative to any prize or this Contest including but not limited to quality, condition or fitness for a particular purpose. Except where prohibited, Participant agrees that any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved under the laws of the State of California, without respect to any conflict of law issues, and Participant agrees that such shall be resolved individually, without resort to any form of class action, and exclusively by the Federal and State Courts of Los Angeles County, California.

**7. PERSONAL INFORMATION:** The personal information collected through the Contest is subject to Administrator's privacy statement located at [www.thegeenadavisinstitute.com](http://www.thegeenadavisinstitute.com).

**8. AUTHORIZATION TO USE THE WINNER'S NAME:** Accepting the prize constitutes permission for Sponsors to use winner's name, voice, picture, likeness, opinions, biographical information and advertisement submission without further compensation in any media now known or hereafter developed for promotional and/or publicity purposes, unless prohibited by law.

**9. RULES/WINNER LIST REQUESTS:** To obtain these rules or for notification of the winner, send a self-addressed stamped envelope to: "GDIGM PSA Official Rules/Winner List Request", c/o The Geena Davis Institute on Gender in Media, 315 West Ninth Street, Suite 942, Los Angeles, CA 90015. Requests for winner list must be received by July 1, 2009.

**10. SPONSOR:** The Geena Davis Institute on Gender in Media, 315 West Ninth Street, Suite 942, Los Angeles, CA 90015