

THE GEENA DAVIS INSTITUTE ON GENDER IN MEDIA "I WANT TO SEE JANE" CAMPAIGN OFFICIAL GUIDELINES

NO PURCHASE NECESSARY VOID WHERE PROHIBITED

The goal of the Geena Davis Institute on Gender in Media's "I Want to See Jane Campaign" is to raise awareness of gender imbalance in kids' media and to engage the public by giving them something to do about it. Campaign participation is aimed at females of all ages from around the world. Once entered, a contest submission may become part of a larger documentary about gender in kids' media.

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

1. **ELIGIBILITY:** GDIGM's "I Want to See Jane Campaign" (the "Campaign") is aimed at female participants worldwide.

2. **CAMPAIGN PERIOD:** The Campaign begins at 12:00 a.m. Eastern Time ("ET") on January 1, 2008.

3. **CAMPAIGN SUBMISSION:**

a. Campaign Details: Each video starts with one of these three question/answer sets:

1. What female TV or movie character did you relate to when you were eleven years old or younger?

The speaker then speaks or makes a short video about a TV or movie character that she liked to play-act or that related to when she was eleven years old or younger.

OR

2. How did the lack of a female character you could relate to when you were eleven years old or younger impact you?

The speaker speaks about how the lack of a female character she could relate to impacted her.

OR

3. What impact did (any female or male) TV or movie characters have on you when you were eleven years old or younger?

The speaker speaks about how a character impacted her (positively or negatively).

Each submission must end with the participant saying,

"I want to See Jane."

Followed by a 3-second display of this phrase:

Get involved at www.TheGeenaDavisInstitute.org

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 or 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 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 Campaign must first register to become an eligible participant (a "Participant"). During the registration process, each Participant (or, if you are under 18, Participant's parent or legal guardian) will be required to click where indicated to confirm that such Participant (and, if applicable, parent/guardian) agrees to be bound by these Official Guidelines, 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 participant, his or her successors or assigns, or any other entity. ENTERING A SUBMISSION IN THIS CAMPAIGN 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, participants represent and warrant that the submissions that they enter: are their own original creations, do not infringe any other person's or entity's rights, have not been submitted previously in a Campaign of any kind, and has obtained permission from the people featured in the Submission to enter this Campaign.

Limit: Each Participant may enter unlimited Submissions during the Campaign Period.

4. **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.
- Last names, home addresses, or school currently attending (or background items identifying any of these).

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.

5. **GENERAL GUIDELINES:** By entering or participating in the Campaign, Participants agree to be bound by these Official Guidelines. 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 Campaign; (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 Campaign; or (4) technical or human error which may occur in the administration of the Campaign or the processing of submissions. Further, if, for any reason, the Campaign 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 Campaign, Sponsor reserves the right, at their sole discretion, to cancel, terminate, modify or suspend the Campaign.

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

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

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