

## **TELUS WISE: end cyberbullying video contest**

Submit a video and enter for a chance to win!

TELUS WISE, in partnership with the Canadian Association of Chiefs of Police, runs a national cybersecurity campaign, called Smart Social designed to engage teens on the topics of cyberbullying, sexting and identity theft. The campaign serves as a reminder for youth to be smart on social media and stay in control of their online reputation.

This year we're expanding the campaign to include **a national End Cyberbullying video contest and are inviting Canadian students aged 13-16 (at time of entry) to participate.**

### **The Task:**

Be creative. Be positive. Make a difference.

Produce and submit a short video, 60 seconds or less, that explores the subject of cyberbullying and provides positive messages and recommendations for rising above cyberbullying. Potential ideas and approaches may include:

- Tell a personal story about your first-hand experience being cyberbullied, how you dealt with it and any advice you have for others.
- Share your story about witnessing cyberbullying and what you did to help the situation.
- Create a Public Service Announcement (PSA) style video that creates awareness for cyberbullying, the impact it can have and what we can do to end it.

### **Video Guidelines:**

- Video must be recorded in digital format and posted to YouTube as an **unlisted video**
- Video content can be in English or French
- Video must not exceed 60 seconds in length
- Video must not contain music that requires licensing
- Videos must not mention specific student names/school names
- Videos can feature the entrant and up to 3 other people, maximum. For anyone under 18 who is featured in the video, you must obtain their parental/legal guardian consent.

Entries will be disqualified if they are deemed to contain inappropriate or violent content, if they make inappropriate suggestions or recommendations and/or cannot be shared publically due to the nature of the content.

### **How to enter and contest dates:**

The TELUS WISE End Cyberbullying video contest entries are **accepted from 10am EST on November 20, 2017 through 6pm EST on January 12, 2018.**

To enter the TELUS WISE End Cyberbullying video contest:

1. Create your video, following the video guidelines (the "Entry")
2. Go to [telus.com/endcyberbullying](http://telus.com/endcyberbullying)
  - a. Read and agree to Contest Rules
  - b. Submit your entry, including a link to your YouTube unlisted video

### **Judging:**

There will be two (2) phases of judging. In Phase I, the top three (3) video entries will be chosen by a panel of TELUS representatives. In Phase II, the top three (3) video entries will be posted online and voted on by the general public. Winner will be selected based on the highest number of votes.

### **Phase I**

On or around **January 15, 2018** TELUS will select the top three (3) video entries based on the following judging criteria:

- **Content 40%:** Does the video share a personal story of relevance and/or a valuable lesson that will help end cyberbullying? Underlying message is positive and will help us get closer to the goal of ending cyberbullying.
- **Creativity 30%:** How creative is the entrant in their video submission?
- **Quality 30%:** Is the video clear, concise, engaging, aesthetically pleasing, and error-free?

## **Phase II**

The top three (3) video entries will be announced on **January 22, 2018** and posted on the TELUS WISE website where the general public will vote to select a winner. **Voting period runs from January 22, 2018 and closes at 6:00 pm EST on January 31, 2018.**

## **TELUS WISE End Cyberbullying video contest prizes**

There will be three (3) prizes awarded. The entrant that receives the highest number of votes during the voting period will be awarded the 1<sup>st</sup> Place prize. The entrant that receives the second highest number of votes will be awarded the 2<sup>nd</sup> Place prize and the entrant that receives the lowest number of votes will be awarded the 3<sup>rd</sup> Place prize.

Prizes are awarded as follows:

- **1<sup>st</sup> place:** \$3,000 shared between the winner and their school (\$1500 each).
- **2<sup>nd</sup> place:** \$2,000 shared between the winner and their school (\$1000 each).
- **3<sup>rd</sup> place:** \$1,000 shared between the winner and their school (\$500 each).

The top three (3) winning videos will be announced and shared on the TELUS WISE website and via social media at the close of the voting period. If you have any questions please contact [wise@telus.com](mailto:wise@telus.com)

## **Contest Rules:**

No purchase necessary. Only one entry per person will be accepted during the contest period. TELUS does not accept entries for this contest by any means other than the outlined submission process. This contest is intended for Canadian students aged 13-16 who are enrolled in a registered Canadian school. Contest submissions are **accepted from 10am EST on November 20, 2017 through 6pm EST on January 12, 2018.**

The person uploading the video will be deemed the entrant. In order to submit an entry, the entrant must obtain the consent of his/her parent/legal guardian. The entrant must also obtain consent of the parent(s)/legal guardian(s) for anyone appearing in the video who is under the age of 18. Entrants will be required to confirm consent and provide an email address for the parents/guardians who have provided consent. TELUS reserves all rights to contact the parent/legal guardian of any person appearing in the video.

By entering, entrants understand and agree that if selected as one of the top 3 finalists, they will need to share their video file within two (2) business days of being notified. Additionally entrants understand and agree that TELUS may add a title and end card to their video entry and that their video entry or a portion thereof will be posted/shared on the TELUS YouTube channel and TELUS WISE website for voting and may appear in other media as selected by TELUS. TELUS will contact the parents/guardians of the entrant and any other persons in the video, who are under the age of 18, for consent prior to posting the video for voting. If parental consent is not received by TELUS within five (5) days of outreach, the selected entry will be disqualified and another entry will be selected.

TELUS will select the top three entries (based on the outlined judging criteria) and will post them on the TELUS WISE website on **January 22, 2018** for voting. **Voting ends on January 31, 2018 at 6:00 pm EST.**

An entry will be considered void if:

- the entrant is not a Canadian student aged 13-16 at time of entry and/or not currently enrolled in a registered Canadian school;
- the video contains subject matter that, in the opinion of the contest administrators, may violate community standards or is otherwise of questionable taste.
- it does not follow the video guidelines.

Entrants agree they will not be paid for the submission or receive any form of compensation from TELUS for the Entry. You acknowledge and agree that you will not post your Entry on any public forum or elsewhere or show or otherwise distribute your Entry to any audience or to any party other than TELUS for the purposes of this contest.

By submitting an Entry, you irrevocably grant TELUS and its affiliates, legal representatives, assigns, agents and licensees the unconditional and perpetual right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, exhibit and/or otherwise use or reuse (without limitation as to when or to the number of times used) your Entry, as well as to use your name, likeness, photograph (“Likeness”) and/or statements regarding your participation in this contest (with or without using your name) in any and all media without limitation as to time or territory and without additional compensation or approval from you or any other party. You hereby waive all intellectual property rights, privacy/publicity rights and other legal and moral rights that might preclude TELUS or its affiliate’s use of your Entry, and you agree not to sue or assert any claim against TELUS for the use of your Entry or your Likeness or statements.

You agree to indemnify and hold TELUS, its affiliates and agencies and their respective affiliates, officers, directors, agents and any of their employees (collectively, the “Indemnitees”) harmless from any and all claims, damages, expenses, costs (including reasonable lawyers’ fees) and liabilities (including settlements) brought or asserted by any third party against any of the Indemnitees due to or arising out of your Entry or your conduct in creating an Entry or otherwise in connection with this contest, including, but not limited to, claims for trademark and copyright infringement; violation of an individual’s right of publicity or right of privacy; or defamation. You further agree to release TELUS and its affiliates from any and all claims that any advertising subsequently produced, presented, and/or prepared by or on behalf of TELUS infringes your rights with regard to any elements, characters or ideas contained in your Entry.

#### **i. Selection Process**

There will be two (2) phases of judging. In Phase I, the top three (3) video entries will be selected (from all entries received) by a panel of TELUS representatives based on judging criteria. In Phase II, the top three (3) video entries will be posted online and voted on by the general public. Winner will be selected based on the highest number of votes.

#### **Phase I**

On or around **January 15, 2018** TELUS will select the top three (3) video entries based on the following judging criteria:

- **Content 40%:** Does the video share a personal story of relevance and/or a valuable lesson that will help end cyberbullying? Underlying message is positive and will help us get closer to the goal of ending cyberbullying.
- **Creativity 30%:** How creative is the entrant in their video submission?
- **Quality 30%:** Is the video clear, concise, engaging, aesthetically pleasing, and error-free?

#### **Phase II**

The top three (3) video entries will be announced on **January 22, 2018** and posted on the TELUS WISE website where the general public will vote to select a winner. **Voting period runs from January 22, 2018 and closes at 6:00 pm EST on January 31, 2018.** In the event of a tie during Phase I the winner will be selected based on the highest score obtained in the Content category.

In the event of a tie during Phase II, the winner will be selected by a panel of TELUS representatives. Additionally, if there is any concern for suspected tampering with the voting process, then TELUS representatives will select the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners.

## **ii. Prizes**

There will be three (3) prizes awarded. The entrant that receives the highest number of votes during the voting period will be awarded the 1<sup>st</sup> Place prize. The entrant that receives the second highest number of votes will be awarded the 2<sup>nd</sup> Place prize and the entrant that receives the lowest number of votes will be awarded the 3<sup>rd</sup> Place prize.

Prizes are awarded as follows:

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The top three (3) winning videos will be announced and shared on the TELUS WISE website and via social media at the close of the voting period. Parental consent will be required.

Prize(s) must be accepted as awarded and are not transferable. No telephone contact or correspondence will be entered into except with the selected entrants. TELUS reserves the right to substitute a prize which is, in their sole opinion, a prize of equivalent value and/or to terminate or withdraw this contest at any time.

## **iii. The winners**

The selected winners will be notified by email within five (5) business days after voting closes. The parent or legal guardian will be required to accept the prize on behalf of the winner and will be required to sign a standard release form confirming compliance with the Contest Rules and releasing TELUS and its directors, officers, partnership interest holders, representatives, advertising and promotional agencies from any and all liability arising out of, pursuant to, or as a result of the carrying out of the contest including liability arising from the acceptance of and usage of the prizes as awarded. Failure to comply with the Contest Rules or to sign and return the Release form within five (5) days of receipt will result in disqualification.

## **iv. Privacy**

By entering the contest, entrants consent to the use of their names, city of residence, photograph, voice and/or image for publicity purposes in all media used by TELUS, without payment or compensation. Entrants agree to TELUS' use of the entrants' personal information that may include contacting you regarding limited time offers, promotional offers and/or surveys. Full details are as described in TELUS' privacy policy located at [telus.com/privacy](http://telus.com/privacy).

## **v. Québec residents**

Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.