



Youth 4 Youth Digital Media Contest

Video Submission Rules



YMCA
Youth for Youth
Gambling Education
Program (Y4Y)

YMCA
Programme d'éducation
sur les jeux de hasard
par et pour les jeunes

CONTEST RULES

Video Submission

ELIGIBILITY

In order to participate in the Youth for Youth Digital Media contest, all contestants must meet the following criteria:

- Between the ages of 18 - 24
- Live in the province of Ontario at the time of participation
- Complete all components of the program evaluation process (including a Phone Call Interview and Exit Survey)
- Have not previously placed in first, second or third place in previous rounds of the Youth for Youth Digital Media Contest

Contestants are welcome to submit an entry as an individual or with a team, provided all team members meet the eligibility criteria above. For team entries, the prize money will be divided evenly among all teammates.

CONTEST DETAILS

Overview

The Youth for Youth Digital Media Contest is designed to educate and empower young people to raise awareness on the blurred lines between gambling and gaming and the available support resources in Ontario. **The contest encourages young adults between the ages of 18 and 24 to develop:**

- 1) **A 60 second video OR**
- 2) **A poster**

Contestants are welcome to submit a poster **and** video for the contest. However, contestants should be aware that the poster and video processes are independent of one another. This document will expand upon the rules and requirements for contestants who are **submitting a video** for the contest. (To read about the Poster Submission rules, please go to the document titled: [Y4Y Poster Submission Rules.](#))

After registering for the contest, contestants will be provided with the necessary digital resources to participate. Therefore, contestants do not require any prior knowledge on gambling or gaming to participate in the contest. However, it is expected that contestants conduct their own research to further their understanding on their chosen topic. Video submissions are welcome in English or French.

Submissions will first be screened by the Program Coordinator. Following this, a jury of contest organizers and a jury of youth volunteers (aged 15 to 18) will evaluate the video submissions and assist in shortlisting the top 5 video submissions. Next, the top 5 video submissions will be voted on by the public via an online voting platform. The top 5 contestants will receive a final score that is comprised of 25% public voting score and 75% youth jury score. The three highest scoring contestants will move on to the Youth Impact

Survey phase. During this final phase, the top 3 submissions will be shown to groups of youth across Ontario. Based on the youth's evaluations, the contestants will be placed in first, second and third place.

Contest Objectives

The objective of the Youth for Youth Digital Media Contest is to raise youth's awareness on the blurred lines between gambling and gaming. The contest also aims to increase awareness on the available resources related to gambling and gaming in Ontario, Canada. The contest objectives must be reflected in contestants' submissions.

Topics Chosen for the Contest

The theme of the contest focuses on the unconventional forms of gambling that blur the lines between gambling and gaming. **All participants must select and answer one of the following questions (and all of the sub-questions) in their video:**

1. What are loot boxes or mystery chests? How does purchasing loot boxes present itself in a way that is similar to gambling? Why is it important that youth know this?
2. What is the Freemium Model? How does the Freemium Model present itself in a way that is similar to gambling? Why is it important that youth know this?
3. Casino style activities/games can be found within video games. How may this blur the lines between gambling and gaming? Why is it important that youth know this?
4. What is E-Sports betting? How does betting on E-Sports, which is a game of skill, blur the lines between gambling and gaming? Why is it important that youth know this?

In addition to answering one of the above questions, **all** video submissions must include the following:

- At least **one relevant** harm reduction strategy
- A support resource that is **relevant** to the question or harm reduction strategy mentioned in the video
- The Youth for Youth Digital Media Contest end page
- Closed Captioning

The resources provided to contestants after registration will clearly explain the above topics, explain possible harm reduction strategies and review possible resources.

VIDEO SUBMISSION RULES

Content:

All video submissions must utilize a balanced and neutral tone towards gambling and gaming. Submissions should emphasize prevention and encourage peers to lead a healthy lifestyle by making informed decisions.

- The video must answer only **one** of the four questions above (and all listed sub-questions) in entirety.
- The video must include at least **one relevant** harm reduction strategy.
- The video must include at least **one** resource that viewers can access for more information or support that is relevant to the content discussed in the video.
- The video must include **Closed Captioning**. More information on how to add Closed Captioning to submissions can be found below.
- The video must end with the Youth for Youth Digital Media Contest end page. This end page will be provided to contestants when they register for the contest.
- The video must be 60 seconds or less in length. (Videos that are longer than 60 seconds will be deemed ineligible and eliminated from the contest).
- Only copyright-free audio and visual materials can be used in submissions or necessary authorizations to use the materials must be obtained. Submissions that include copyrighted materials without permission will be deemed ineligible and will be eliminated from the contest. Please see the Copyright Information section below to learn more about copyright requirements.
- The video must not contain coarse language, offensive, racist or inappropriate comments, violence, or promote use of drugs via the production or on clothing worn in the making of the video. Contest organizers reserve the right to refuse, modify or delete a video that is deemed inappropriate.
- Each participant irrevocably and in perpetuity grants the contest organizers, without compensation, the right to use the video submission, in whole or in part, in any way, to reproduce, make derivatives, modify, translate, distribute, transmit, publish, license and broadcast the video submission worldwide, by any means.
- The format for the video must be in .MP4 or .MOV.
- The video resolution should be 720p or 1080p.
- All actors in the video submission must participate voluntarily in the video and must be over the age of 18.

REGISTRATION AND SUBMISSION GUIDE

Instructions for Registration Process

Contestants can register for the Youth for Youth Digital Media Contest until October 31st, 2019.

- To register, visit the Y4Y Website: <https://ymcagta.org/Y4Y>
- To submit a video for consideration, contestants must register for the contest prior to the Registration Deadline of October 31st, 2019.
- Once registered, you will receive an email that confirms registration and includes necessary materials and resources. If you do not receive this email, contact the Contest Organizer at y4y@ymcagta.org as soon as possible.
- If you are registering as a team, please:
 - Select and provide an appropriate team name
 - Assign a team leader for your team
 - Ensure that all team members register individually using the same team name and team leader name
 - Ensure the team leader is responsible for submitting the video submission before the Submission Deadline
 - Note: When registering as a team, the prize money will be divided among all teammates evenly
- After reviewing contest materials and resources, contestants are welcome to email or call the Contest Organizer to ask any further questions.
 - a. Contest Organizer Email: y4y@ymcagta.org
 - b. Contest Organizer Phone: 416-928-3362 x 22629

Instructions for Submission Process

All submissions for Round 3 of the Y4Y Contest are due on November 4th, 2019.

- Submission of videos will take place through a Google Form. The submission link can be found on the Y4Y Website: <https://ymcagta.org/Y4Y>.
- The team leader is responsible for submitting the video.
- After submitting your video, you will be asked to complete an exit survey. The survey is designed to evaluate learning and effectiveness of the contest. The evaluation process is organized by a third party firm and is mandatory for all contestants. All team members must complete the Exit Survey independently.
- From November 4th, 2019 to December 2nd, 2019 all submissions will be screened and reviewed by the Contest Organizer.
- On December 2nd, 2019, all contestants will receive feedback to ensure their submission meets the mandatory requirements. Contestants will have one month to apply the feedback they received.

- Contestants must re-submit their final videos on January 6th, 2020. Contestants who do not successfully apply the feedback they received will be eliminated from the contest at this time. The Contest Organizer reserve the right to disqualify, remove and eliminate any video submissions from the Y4Y Contest.
- The Contest Organizer Jury will evaluate all submissions from January 27th, 2020 to February 3rd, 2020. They will shortlist the top 8 video submissions.
- The Youth Jury will view and evaluate the top 8 video submissions on February 19th, 2020. The Youth Jury will shortlist the top 5 submissions.
- On February 26th, 2020 until March 4th, 2020 the top 5 video submissions will be posted online on for the week long public voting period.
- On March 9th until April 30th, 2020 the top 3 submissions will be shown to various groups of youth across Ontario to select the first, second and third place winners.

IMPORTANT DATES

Registration Deadline: October 31st, 2019

Submission Deadline: November 4th, 2019

Submission Revision Period: December 2nd, 2019 until January 6th, 2020

Contest Organizer Evaluation: January 27th, 2020 until February 3rd, 2020

Youth Jury Evaluation: February 19th, 2020

Public Vote: February 26th, 2020 until March 4th, 2020

Youth Impact Survey: March 9th, 2020 until April 30th, 2020

Award Ceremony & Winner Announcement: June 4th, 2020

WINNER SELECTION PROCESS

Criteria used for Video Submission:

Below are the criteria that the contest organizer will use to evaluate video submissions:

- Eligibility Requirements
 - One of four questions (and sub-questions) answered
 - One relevant harm reduction strategy
 - One relevant resource for support or more information
 - Y4Y End Page at end of video
 - Length of video
- Copyright Requirements
- Accuracy of Information
- Clarity of Information
- Effective use of graphics

Please see the Contest Rubric Document for more information.

Below are the criteria that jury members will use to evaluate Video Submissions:

- Quality of Submission
- Design Quality and Visual Appeal
- Impact of Submission

Please see the Contest Rubric Document for more information.

Contest Organizer Jury: This jury is comprised of contest organizers who have knowledge of the gambling or digital media field. This jury will view eligible submissions and will select the top 8 videos. This evaluation will take place from January 27th, 2020 to February 3rd, 2020.

Youth Jury: The jury is comprised of youth volunteers who are between the ages of 15 and 18. This jury will view and evaluate the top 8 video submissions and will select the top 5 video submissions. This evaluation will take place on February 19th, 2020.

Public Vote: The top 5 videos will be posted online for the public voting period from February 26th, 2020 until March 4th, 2020. During this time, the public will be asked to vote for their favorite submission. Voters will also be asked to complete a brief survey after voting, if interested. When choosing the top 3 submissions, the Youth Jury evaluation will contribute 75% of the contestant's final score. The remaining 25% will be from the Public Vote score.

Youth Impact Survey: During the Youth Impact Survey phase, the top 3 submissions will be shown to various youth groups across Ontario. These youth will evaluate the submissions. Based on their evaluation, the top 3 submissions will be placed in first, second and third place. The Youth Impact Surveys will take place from March 9th, 2020 until April 30th, 2020.

Top 3 Contestants

- The top 5 video contestants will be invited to the Award Ceremony, where the top 3 winning video contestants will be announced.
- At the Award Ceremony, contestants will be awarded with their prize money.
- All attendees of the Award Ceremony will be asked for written consent to photographs that will be taken by the Contest Organizers, without further compensation.
- All attendees must also complete a Participant Consent Form prior to attending the ceremony.
- Each participant irrevocably and in perpetuity grants the contest organizers, without compensation, the right to use the video submission, in whole or in part, in any way, to reproduce, make derivatives, modify, translate, distribute, transmit, publish, license and broadcast the video submission worldwide, by any means.

EVALUATION OF CONTEST

Upon submission of your final project, each contestant will be **required** to complete an online exit survey and phone call interview. The questions of the online exit survey and phone call interview are designed to evaluate learning and the effectiveness of the contest. The evaluation components are led and analyzed by a third party and participants' responses will not impact their submission evaluation in any way. The phone call interview will provide evaluators with more in depth responses to select questions that will provide useful insight as to what can be improved for future contests.

VIDEO SUBMISSION PRIZES

1st prize: \$2000

2nd prize: \$1250

3rd prize: \$750

*Contest organizers reserve the right not to award any prizes if they deem, at their sole discretion, that there are too few videos submitted, that the quality of the videos is poor or that the videos do not meet the eligibility requirements.

COPYRIGHT INFORMATION

Audio and visual material that is protected by copyright cannot be included in the video submissions for the Youth for Youth Digital Media Contest.

Alternatively, contestants can obtain the necessary authorizations to use copyrighted audio or visual materials. If the necessary permissions are acquired, copyrighted materials can be used in the submission. Permissions must be submitted to contest organizers during the Submission Process.

Contestants will receive a Copyright Information Document after registration that outlines resources for accessing copyright-free materials and reviews what materials are traditionally covered by copyright. If contestants have questions regarding copyright, please contact the Contest Organizer at y4y@ymcagta.org.

CLOSED CAPTIONING INFORMATION

There are several ways to add closed captioning to video submissions, and all methods are suitable for the contest. For example, text can be added within the video editing platform as subtitles. Alternatively, the YouTube platform can be used to add subtitles. To use this method, upload your video to YouTube. Then, click on the drop-down menu next to the Edit button on the Video tab of your Video Manager. Select "Subtitles/CC", then "Add new Subtitles or CC". For more information, please go to YouTube's page to learn more: <https://support.google.com/youtube/answer/2734796?hl=en>. When submitting the video for evaluation, please include the text file as well. If you have questions, please contact the Contest Organizer at y4y@ymcagta.org.

TERMS AND CONDITIONS

The Youth for Youth Education Program reserves the right, in its absolute discretion, to disqualify a video it believes does not respect or potentially not respect one or several of the Y4Y Video Contest official rules.

The contest organizers reserve the right to modify, suspend or cancel the Contest for any reason, without any prior notice.

These rules may be changed without notice or reason including, if necessary, to comply with any applicable law. By entering this contest, participants agree to abide by these rules and acknowledge that the contest organizers shall not be responsible for any damages, costs, demands, claims or losses of any kind, incurred by any contestant as a result of participation in this contest.

Video originality: All content included in the video submission must be original. The video submission must not infringe upon or violate any laws or any third party rights. This includes but is not limited to: copyright, patent, trademark, trade secret or other proprietary rights. Video submissions must not lead to any cause of action including libel, defamation, privacy violation, contract breach or tort. The participant must obtain all necessary permissions, licenses, clearances, releases, waivers of moral rights and other approvals from third parties necessary to use the video submission, in whole or in part (including but not limited to: all copyright holders and all individuals appearing in the video submission), without limitation, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish, license and broadcast the video submission worldwide, by any means. Any and all such permissions, licenses, clearances, releases, waivers of moral rights and approvals must be attached to the video submission.

Submissions from contestants who have previously participating in the Y4Y Contest (but did not place in first, second or third place) are permitted. However, the video submission must be unique from the previous submission and bare as little resemblance as possible to their previous work. The Contest Organizer reserves the right to deem a returning contestants' submission as unoriginal.

Content restrictions: Videos must not contain, illustrate, comment or target, without exception, any of the following:

- Obscenities, offensive or sexually explicit language, nudity, hurtful content, or equally unacceptable language or content;
- Ensure that minors (below 18) are not shown in your video.
- Language or content that is malicious, threatening, offensive, degrading, defamatory, racist, insulting, hateful, violent or obscene, acts of explicit violence or discriminatory language or content;
- Any individual, which the participant or the people who agreed to be included, in accordance with the official rules, who is identifiable in any way;
- Any reference to personal information concerning other people, including their names or information that could be used to identify or locate another person or otherwise considered as an infringement of privacy of another person;
- Content that encourages violence, intimidation or illegal behavior, or tolerating these behaviors, or encouraging prejudices, hatred or prejudices towards a group or a person, or encouraging discrimination or exploitation based on race, gender, religion, disability or age;
- Any illegal claims or content;
- Defamation, libel or slander;
- Dangerous stunts;
- The use of any type of real weapons;
- Drug use;
- Any other content deemed offensive by the Y4Y or the jury, at their sole discretion.
- Y4Y reserves the right to determine, at its sole discretion, if the content of a video contravenes the video related requirements.

Indemnity and limitations of liability: Your personal safety and that of your actors, camera crew and other individuals involved in the making of the video must be maintained. Do not put anyone at risk during the making of the video. If you show dangerous tasks in your video, you must follow all safety regulations and take all necessary precautions to prevent any injuries. Each participant accepts to defend, indemnify and save harmless from the Y4Y, its employees, officers, directors and agents as well as the jury from any and all lawsuits, claims, losses, injuries, death, damages and expenses, including any reasonable legal costs arising out of the participant's video or in connection with the latter in any way, and to release the Y4Y, its employees, officers, directors and agents as well as the jury from any liability in connection with the Contest (including the awarding of a prize).

Grant of rights: By participating in the contest and by submitting a video, each participant:

- Grants the Youth for Youth Education Program an irrevocable, non-exclusive, royalty-free and perpetual license and right (including the right to sub-license) to copy, modify, reproduce, broadcast, display, publish, show in public, expose, encode, stock, adapt, transmit and use or present, in whole or in part, the video through any current or future means of communication (including any future promotional or educational project and school presentations), and including, but not limited to, the perpetual distribution over the Internet starting on the date of participation, including, but not limited to, the administration and promotion of the contest;
- Waives, in favor of the Y4Y, all intellectual property rights, public image and privacy rights, moral rights or any other right recognized by the law that he/she may have acquired for the video or its features, if applicable, and which may prohibit the Y4Y from using the video;
- Waives and releases the Y4Y, its employees, officers, directors and agents as well as the jury of any claim based on public image rights, defamation, invasion of privacy, copyright, trademark infringement or any other legal action concerning the video intellectual property rights.
- The participant grants these rights, free of charge, to the Y4Y and accepts that no other permission or further copyright payment to the participant or other party be required.