



OHIO CREDIT  
UNION  
FOUNDATION

## Ohio Credit Union Foundation Video Scholarship Official Rules

Entry in this scholarship constitutes your acceptance of these official rules. The Ohio Credit Union Foundation (OCUF) is offering Ohio undergraduate credit union members the opportunity to apply for a chance to win a video-based scholarship by creating a 60-second to 2½-minute interactive video answering the following scholarship question:

***“Imagine you are now running your credit union, and you need to promote the benefits of membership. Create a 60-second to 2.5-minute commercial to entice community members to join your credit union.”***

### **Rules**

The Video Scholarship begins on Monday, Feb. 3, 2020, and ends Friday, May 1, 2020. All video entries must be submitted by Friday, May 1, 2020, at 11:59:59 p.m. EDT.

### **Eligibility**

Any member of an Ohio-based credit union who is in good standing and currently attends or has been accepted to attend a college or university in pursuit of an undergraduate degree may apply. Proof of acceptance/enrollment will need to be submitted upon request.

Employees and board members of the Ohio Credit Union League (OCUL) and its affiliates or related organizations, including the Ohio Credit Union Foundation (OCUF), and their immediate family members are not eligible for this scholarship opportunity.

Past Ohio Credit Union Foundation Video Scholarship winners are not eligible for this scholarship opportunity.

### **How to Enter**

All video scholarship entries must be submitted through [www.OhioCreditUnionFoundation.org](http://www.OhioCreditUnionFoundation.org). All scholarship applications and videos will need to be submitted by Friday, May 1, 2020, at 11:59:59 p.m. EDT.

### **Scholarship Judging**

Winning entries will be judged by a panel of experts who are OCUF employees/board members or credit union representatives designated by OCUF. The eligible video submissions will be judged on the following criteria:

- Originality/creativity
- Ability to deliver a message in a clear, cohesive, and impactful way
- Effectiveness in addressing the scholarship question
- Accuracy of information presented

Judges will evaluate and attribute a score to each video based upon the criteria listed above. In the event of a tie, the Video that received the higher score from the judges in the category of “effectiveness in addressing the scholarship question” will be selected as the winner. In the event that a potential winner is disqualified for any reason, the Video that received the next-highest score will be chosen as the potential winner.

The scholarship winner will be notified by phone. All funds will be made payable to the winner and the college/university they attend.

### **Scholarship Submission**

Entrants are to prepare an original video that is 60-seconds to 2½-minutes in length. When filming video, entrants are to obtain written permission of third parties if filming on property other than that of the entrant’s. If music is incorporated into the entrant’s video, the entrant is responsible for submitting a complete list of production credits. Music must be original or written permission by the music’s composer/author must be provided. One video scholarship submission per entrant. Subsequent entries will be disqualified.

The video submission must meet the following criteria:

- Video entries must not be derogatory, offensive, threatening, defamatory, disparaging, and libelous or contain any content that is inappropriate, indecent, sexual, profane, impolite, slanderous, and discriminatory in any way.
- It must not contain content, material, or any element that displays any third-party advertising, slogan, logo, trademark, or otherwise indicates a sponsorship or endorsement by a third party.
- It must be an original, unpublished work that does not contain, incorporate, or otherwise use any content, music, material, or element that is owned by a third party or entity. Failing to provide proper documentation of permission to use such materials will result in the entry being disqualified.
- It cannot be longer than 2½ minutes. If it is longer than this, only the first 2½ minutes will be evaluated.
- It must be in a format compatible with YouTube, such as .WMV, .AVI, .MOV, or .MPG, and must be successfully uploaded, marked “public”, and YouTube link submitted via online application.

### **Awards**

The first-place winner of the 2020 Ohio Credit Union Foundation Video Scholarship will receive a \$5,000 scholarship.

The second-place winner of the 2020 Ohio Credit Union Foundation Video Scholarship will receive a \$2,500 scholarship.

The third-place winner of the 2020 Ohio Credit Union Foundation Video Scholarship will receive a \$1,000 scholarship.

Taxes are the sole responsibility of the scholarship winner.

### **General Conditions**

All federal, state, and local laws and regulations apply. OCUF reserves the right to disqualify any Entrant from the scholarship if it reasonably believes that the entrant did not follow the guidelines set forth, such as by submitting video content that is inappropriate or providing false information within the context of the scholarship concerning identity, age, eligibility, mailing address, telephone number, e-mail address, and credit union affiliation. OCUF also reserves the right to disqualify any Entrant if it reasonably believes that the Entrant has attempted to undermine the legitimate operation of the scholarship by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses other entrants, viewers, or the judges.

### **Intellectual Property Rights**

As a condition of entry, Entrant grants OCUF and OCUL a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive license to use, reproduce, adapt, modify, publish, distribute, and publicly display a Video (1) for the purposes of allowing OCUF and the judges to evaluate the Video for purposes of the scholarship, and (2) in connection with advertising and promotion via communication to the public. Once submitted, video entries become the sole property of OCUF and will not be returned.

### **Privacy**

OCUF will not disclose Entrants' personal information, such as phone number or e-mail address, to any outside entity. Entrant's personal information will be used only to determine eligibility and distribute scholarship funds.

### **Publicity**

As a condition of entry, Entrant agrees to permit OCUF and OCUL to use his or her name and/or likeness and Video for advertising and promotional purposes without additional compensation, unless prohibited by law.

The undersigned voluntarily consents to OCUF and OCUL and its member credit unions permission to use my photograph(s), name, story and/or voice for communication purposes, including without limitation in publications on the web, and releases OCUF and OCUL or its members from any liability that may result from a use consistent with said release.

### **Warranty**

By entering, Entrant represents and warrants to OCUF: that the submitted video is the participant's own original work; that the participant is the sole owner of the video and all of the rights associated with it; that the video does not violate any rights of others; and that the video does not display any inappropriate material. In addition, participants release and hold harmless OCUF, their respective affiliates, directors, officers, employees, attorneys, and representatives from any

and all liability for any injuries, loss claim, action, demand, or damage of any kind arising from participation in the 2020 OCUF Video Scholarship.

**Entry Errors**

OCUF is not responsible for any malfunction of the scholarship submission site or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed videos due to system errors, failed, incomplete or garbled technological malfunctions, or other telecommunication transmission malfunctions.