

MAHC HOME CARE AIDE VIDEO CONTEST OFFICIAL RULES

As part of our home care aide training program, the Missouri Alliance for Home Care (MAHC) is sponsoring a video contest for the paraprofessional direct care worker (aide, personal care aide, companion, etc.) of a MAHC member organization. Create a 30-120 second video describing what being a home care aide means to you, and/or your clients/patients. What would your message be? Be crisp, clear, and to the point. Your video should appeal to other home care aides and inspire them to be the best they can be.

Winners will receive a \$50 pre-paid credit card. Winning videos (either in its entirety or a portion) will be included in the final home care aide training materials. Employee's name and agency name will be acknowledged as a contributor.

By entering the contest, you grant MAHC a perpetual, royalty-free license to use your video in the MAHC home care aide training materials. You grant MAHC permission to edit, modify, format, or adapt your video for MAHC's purposes at MAHC's sole discretion.

ELIGIBILITY

1. This contest is open to paraprofessional direct care workers who are employed by a MAHC member agency. *(Participation in the Contest constitutes Contestants' full and unconditional agreement to these Official Rules and the Sponsor's decisions that are final and binding in all matters relating to the Contest).*
2. There is no limit to the number of paraprofessional employees per member agency that can submit video entries.
3. Individuals or teams may submit a video.
4. Submission deadline is June 1, 2012.

SPONSOR

Missouri Alliance for Home Care, 2420 Hyde Park, Suite A, Jefferson City, MO 65109.

YouTube.com is not associated or affiliated with this contest in any manner.

HOW TO ENTER

1. Create your video following the rules and requirements and upload to YouTube. If you are not an existing user of YouTube, you will be required to create a free user account at <http://www.youtube.com/signup>. Registration on YouTube must be completed before a video can be submitted. When you register your YouTube account, you will be required to agree to the YouTube Terms of Use, located at <http://www.youtube.com/t/terms> and the YouTube Privacy Policy, located at <http://www.youtube.com/t/privacy>. Once you have a YouTube account, upload your video. For more information on how to upload a video, go to the [YouTube Help page](#). To limit exposure, we suggest that you set your video to "PRIVATE" so that it will not

appear on your channel, in search results, or in playlists, etc. [Click here](#) for instructions on making your video Private.

2. Complete the entry form which includes your YouTube video link and email to carol@homecaremissouri.org by the June 1, 2012 deadline.

RULES AND REQUIREMENTS

1. Video must be 30 to 120 seconds in length.
2. The video must not contain entrant, home care agency or patient/client identifying information including but not limited to names and location.
3. Avoid violating copyright laws or using brand names or logos. All contest submitters agree not to make any commercial use of the video.
4. The video may not contain any endorsement, solicitation, commercial, or similar content advocating for or against your employer, commercial products or political issues.
5. Obtain release forms for all of the people featured in your video. Winners must provide MAHC with the forms.
6. Videos that are submitted without an entry form will not be judged.
7. The video must not contain brand names or trademarks, or use content that someone else owns or owns the copyright to, such as music tracks, snippets of copyrighted programs, or videos made by other users, without necessary authorizations.
8. The video must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright or license infringement.
9. The video must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous.
10. The video must not contain material that 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.
11. The video must not contain material that is unlawful, in violation of or contrary to the laws or regulations in Missouri.

JUDGING/ SCREENING

All video entries that adhere to all of the rules and video requirements and are emailed to carol@homecamissouri.org with an entry form by the June 1, 2012 deadline will be reviewed by a Selection Committee of MAHC. Video entries that do not comply with the video requirements will not be considered. The Selection Committee reserves the right to choose multiple winners or not to award a winner based on entries.

PRIZES

1. Winner(s) will receive a \$50 pre-paid credit card. For team entries, only one \$50 card will be awarded.
2. Winner(s) name(s) along with their home care company name will be listed as a contributor in the aide training materials.

PRIVACY

MAHC is using YouTube to host the videos for this contest. You are subject to YouTube's use, privacy, cookie, and security provisions. Those provisions can be view at http://www.youtube.com/t/privacy_at_youtube.

Video Entry Form

Video Title as it appears on YouTube: _____

YouTube Video URL (link): _____

Agency Name: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Paraprofessional Information

(If video includes more than 1 employee, this form must be completed for each person)

Full Name: _____

Address: _____

Phone: _____ Email: _____

I agree to the MAHC Video Contest Official Rules: Yes No

A NO response will disqualify your entry. Please read the Official Rules attached

Submissions are not considered complete until signed.

Paraprofessional Signature: _____

Date: _____

Agency Contact Signature: _____

Date: _____

Instructions:

Scan and email this completed form to carol@homecaremissouri.org no later than June 1, 2012.

Questions? Call Carol Hudspeth at 573-634-7772 or carol@homecaremissouri.org

Video Release Form

I hereby grant permission to the rights of my image, likeness and sound of my voice as recorded on audio or video tape without payment or any other consideration. I understand my image may be edited, copied, exhibited, published or distributed and waive the right to inspect or approve the finished product wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of my image or recording.

By signing this release I understand this permission signifies that photographic or video recordings of me may be electronically displayed via the Internet or in a public educational setting.

There is no time limit on the validity of this release nor is there any geographical limitation on where these materials may be distributed.

By signing this form I hereby grant and transfer to MAHC all rights, title, and interest in the video, including without limitation the literary rights and the copyright.

By signing this form I acknowledge that I have completely read and fully understand the above release and agree to be bound thereby. I hereby release any and all claims against any person or organization utilizing this material for marketing and educational purposes.

Full Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Signature: _____

Date: _____

Instructions:

Winners will be required to submit completed forms for each person in featured video. We suggest that this information is acquired prior to video creation and submitted to MAHC along with your entry form.

Questions? Call Carol Hudspeth at 573-634-7772 or carol@homecaremissouri.org