

# Emerge Media Awards (the “EMAs”)

## Official Awards Competition Rules

**Please read the Competition Rules in their entirety. By entering this Competition and clicking on the “SUBMIT” button, you are deemed to have read, agreed and represent that you have complied with all Competition rules.**

The Emerge Media Awards' mission is to celebrate and showcase the achievements of journalism, media studies and communications students in Canada.

We seek out and recognize the best writing, editing, videography, audio, design, communications and public relations work done at the post-secondary level.

**1. ELIGIBILITY:** The GUELPH-HUMBER “Emerge Media Awards” Media Competition (the “**Competition**”) is open to residents of Canada only, who are or were enrolled in a post-secondary undergraduate or graduate media studies, journalism or communications course or program between January 1, 2016 and December 31, 2016, and is subject in all respects to the laws of Canada and its Provinces, Territories and Municipalities. The Competition is being conducted by the University of Guelph Humber, (hereinafter referred to as the “**Sponsor**”). The intent of the Competition is to solicit submissions which have been produced for or as part of an academic program as further defined below within these Rules.

**2. THE COMPETITION:** The Competition invites the submission of eligible work which is published, produced, posted, broadcast or executed from January 1, 2016 through December 31, 2016 as part of a post-secondary undergraduate or graduate media studies, journalism or communications course or program including a school newspaper or other school publication but does not include work done for 3<sup>rd</sup> party professional, for profit/not for profit organizations/publishers/broadcasters etc., even if part of an internship and even if internship is part of their course or program (the “**Eligible Work**”). The creator of the Eligible Work submitted for the Competition, whether an individual or a team, will be considered an “**Entrant**” for purposes of the Competition.

**3. NO PURCHASE NECESSARY.** Each Entrant need only submit his/her Eligible Work and the associated information (the “**Entry**”), in accordance with the Rules, in order to enter.

**4. SUBMISSION PERIOD:** The Competition will be open for submissions beginning on December 1, 2016 and closing at 11:59 p.m. EST January 31, 2017 (hereinafter referred to as the “**Submission Period**”).

**5. COMPETITION CATEGORIES:** There are eight (8) Competition categories. Each respective Competition category (a “**Category**”) has a prize(s) eligible to be won as described below.

**i) *Written Word Category***

Whether news story or feature, editorial or blog post, print piece or online posting, the winning submission in the Written Word category will exemplify storytelling in the traditions of great

journalism. In addition to illuminating a subject or event with skill and insight, it might also compel readers to action or move them to tears.

**ii) Audio Storytelling Category**

There's a reason why radio has been described as the most intimate medium: it's ubiquitous, it reaches listeners in their most private spaces and – even in the internet age – it often delivers news first. We're looking for great audio stories – online or on-air broadcasts or podcasts – that harness the spoken word to inform and inspire.

**iii) Videography Category**

Powerful video doesn't just tell a story with imagery and narrative; it creates a relationship with viewers and an understanding of issues in ways that no other medium can; it can persuade as well as inform. The winner of the videography category may be a news story, feature or documentary. It might be a promotional video or commercial. It might have been produced as a standalone piece or as a segment of a television or online broadcast or vlog post. But it will represent the best student work in a medium that blends techniques as old as the moving-picture industry with technologies as new as yesterday.

**iv) Photography Category**

It's ironic: in an age in which anyone with a camera phone is a photographer, a photo that truly captures a moment, an idea, an insight or a unique perspective on an event is more powerful than ever. The winning entry in photography category will showcase that power and skill in a photo essay, slide show, magazine or newspaper spread or article or advertisement.

**v) Multimedia Production Category**

The winning entry in this category will meld any combination of storytelling, videography, still photography, infographics and interactive elements in a compelling report, presentation, editorial story or marketing initiative. What's key: creativity, a clear and compelling message and seamless integration of multimedia elements.

**vi) Public Relations Category**

Excellent modern public relations campaigns don't seek only to motivate and persuade; they also create active relationships with audiences. Your entry – a public relations campaign or program – should demonstrate those principles of engagement, as well as exemplary writing, planning and organization. Your entry should include: a) A brief description of your client (real or hypothetical) b) The mandate or objective of your campaign or program, including measurable results c) A list of the strategies and tools you employed (or proposed to employ) d) Copies of materials created (e.g. posters, news releases, PSAs, ads, media kits, etc.) e) A summary of the results achieved. (If your campaign was not implemented in "real life" (i.e. as a class project) please indicate that on your entry.

**vii) Design: Magazine Cover or Spread Category**

The most compelling issues or stories reflect inspired collaboration between writers and editors and designers. Your entry in this category should reflect effective use of great art (photography and/or illustration), superior use of typography, compelling packaging and an understanding of how a defined visual language communicates a publication's brand.

**viii) Design: Online News Site or Magazine Category**

Even more than great storytelling, the best websites in the crowded world of online media combine a range of content, ease of navigation and exciting design that showcases a variety of engaging media: in short, a compelling experience. The winning entry in this category will combine great art, design and typography in ways that not only tell impactful stories but define the publication's brand.

**6. THE PRIZES:** There will be up to five (5) Entries chosen by the Judges in each Category as finalists (the “**Finalists**”) who will receive one (1) Tier 3 prize as described below. A winning Entry for each Category will be selected by the Judges from among the Finalists in each Category (a “**Winner**”) who will receive one (1) Tier 1 prize as described below. A second-place Entry for each Category will be selected by the Judges from among the Finalists in each Category (a “**Second-Place Winner**”) who will receive one (1) Tier 2 prize as described below.

**i) TIER 1 PRIZES:** The Tier 1 Prize consists of one (1) EMA Statuette, signifying excellence in the respective Category. The value of each Tier 1 Prize is approximately \$80 Cdn. There are a total of eight (8) Tier 1 Prizes available to be won. Where a Winner is made up of a team, there will only be one Tier 1 Prize awarded to the team as a whole, to be shared among team members.

**ii) TIER 2 PRIZES:** The Tier 2 Prize consists of one (1) Second-Place Certificate, signifying excellence in the respective Category. The value of each Tier 2 Prize is approximately \$4 Cdn. There are a total of eight (8) Tier 2 Prizes available to be won.

**iii) TIER 3 PRIZES:** The Tier 3 Prize consists of one (1) ticket to the EMA dinner and awards ceremony and publication of the respective Finalist's Eligible Work on the EMA website. The value of each Tier 3 Prize is approximately \$30 Cdn. There are a total of forty (40) Tier 3 Prizes available to be won (one for each of five finalists or finalist teams per category). Where a Finalist is made up of a team, only one (1) ticket to the EMA dinner will be awarded.

Prizes must be accepted and redeemed as described and are non-transferable. In the event that the prize winner is unable to redeem any or all of the prize components due to reasons beyond the control of Sponsor, Administrator or their agents, and all parties associated with the prize, no compensation or substitutions will be provided. No modification will be made to the prize. No cash or other prize substitution is permitted by winner. Sponsor reserves the right to change or substitute the prize and/or alter the prize according to availability.

**7. JUDGING PANELS:** A panel of independent professionals will be appointed by the Sponsor to act as judges (the “**Judges**”) for each of the eight Categories from organizations relevant to each of the respective Categories. Each panel of Judges will evaluate all eligible Entries in the respective Category and select up to five (5) finalists for the Category. A second panel of Judges will then choose the winning first and second place entries from among the finalists in

each of the respective Categories. Entries will be judged according to the following criteria weighted equally:

- Originality of thought
- Creativity
- Adherence to industry standards of professionalism and presentation
- Audience / reader appeal
- Adherence to stated mandate and objectives.

All decisions of the panel of Judges shall be final and binding on all Entrants.

**8. SUBMISSION DEADLINE:** All Entries must be submitted by 11:59 pm on January 31, 2017. All Entries become the property of the Sponsor and none shall be returned.

**9. NOTIFICATION TO WINNERS:** The finalists in each Category will be announced on March 18, 2017 and their respective Eligible Work publicized on the EMA website. Each finalist will be notified by mail or telephone or email and may be required to provide proof of enrollment in the course/institution at the time the Eligible Work was produced and shall do so within fifteen (15) days of such request. If a finalist cannot be reached by mail or telephone or email after two (2) attempts by the Sponsor or fails to provide, after being requested to do so, proof of enrollment in the course/institution for the time the Eligible Work was produced, the finalist will be removed from the shortlist of finalists.

The 2017 EMA winners will be announced and receive their awards at the EMA dinner and awards ceremony on April 24, 2017.

All decisions of the Judges will be final. Prizes must be accepted as awarded. No substitutions allowed except in Sponsor's sole discretion.

**10. HOW TO ENTER:** Submissions may be made during the Submission Period by a) a faculty member or advisor responsible for the course or program; b) the individual student who created the work, provided he/she was enrolled in the course/institution at the time the work was produced; or c) by a member of the team that created the work, provided each member of the team was enrolled in the course/institution at the time the work was produced. If a team, the full names of all team members must be included in the Entry. By submitting an application form to enter the Competition, Entrants confirm that they have the right to enter and have obtained any and all necessary consents and authorizations.

To enter, access the EMA website at <http://www.emergediaawards.ca> All Entries must be submitted using the form found at the aforementioned EMA website link. Follow the on-screen instructions for entering the Competition. Fill out the Entry form and upload your submission in the acceptable format(s) as directed. Submit your Entry by clicking on the "SUBMIT" button. The EMAs will not accept entries submitted by any other method. The Sponsor reserves the right to not process entries that are incomplete, or contain portions that are illegible.

**11. LIMIT:** One (1) Eligible Work per Entrant per Category. An Eligible Work may only be submitted to one Category. However, an Entrant may submit a different Eligible Work to another Category.

**12.** Entries must be the original work of the Entrant, comply with the definition of Eligible Work under the Rules herein, and must not infringe upon third party rights and must be suitable for publication at Sponsor's sole discretion (without limitation, obscene, indecent, excessive violence, sexually explicit, discriminatory or other morally or legally objectionable depictions or material will be disqualified). Eligible Work must be in English only. Sponsor is not responsible for any late, lost, misdirected, damaged, corrupted, illegible, or incomplete Entry, or any Entry that is submitted in a manner that is not specifically allowed under these Rules. Sponsor is also not responsible for incorrect or inaccurate entry information whether caused by internet users or by any of the equipment or programming associated with or utilized in the Competition or by any technical malfunction or human error which may occur in the processing of an entry causing it to be late or otherwise incorrect or for any entry not received due to lost, failed, delayed or interrupted internet connections or miscommunications, or to other electronic malfunctions, delays, or errors including defects of computer systems or websites utilized in the Competition, theft, tampering, destruction, or unauthorized access to, or alterations of an Entry. Sponsor reserves the right to disqualify any Entry by a person(s) determined to be tampering with or abusing any aspect of the Competition, as solely determined by the Sponsor.

**13.** Any evidence of plagiarism will result in the Entry being disqualified.

**14.** By entering the Competition, participants agree to be bound by these official rules and any and all decisions of the Judges, who shall be the final arbiter on all matters relating to the Competition. By participating in this Competition, Entrants agree to be bound by the Official Rules and the decisions of the judges and to release the University of Guelph Humber, its outside agents or consultants and the independent Competition Judges (together the **"Competition Parties"**) from any liability whatsoever for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with participation in the Competition, or the downloading or accessing of entry materials, or the acceptance, possession or use/misuse of any prize awarded herein.

**15.** The Sponsor is collecting personal data about Entrants for the sole purpose of administering this Competition. By completing the entry forms, all Entrants consent to the collection, use and distribution of their personal information by the Sponsor for the sole purpose of administering the Competition.

**16.** In consideration of the Sponsor agreeing to consider their Entry, each Entrant: (a) grants the Sponsor a royalty-free license to copy, edit, modify, display, publish, broadcast and make available their Entry in any format in connection with the EMAs or promotion of the EMAs (including at <http://www.emergemediaawards.ca> as necessary) and in any way, in commerce and in any and all media worldwide, without limitation or compensation to the Entrant; (b) agrees that the Sponsor may publish their name, and that of their educational institution, in connection with the Sponsor's use of the Entry; (c) warrants that the work submitted with their Entry is their own or the relevant team's original work, that it is not defamatory and that it shall not infringe any third-party rights including, without limitation, privacy; and (d) agrees that the Sponsor may grant to its partners and/or associated companies a sub-license of the rights licensed to the Sponsor under these terms and conditions on such terms as the Sponsor shall agree in its sole discretion.

17. The Sponsor shall be under no obligation to publish or exhibit any Entry. Likewise, the Sponsor is not obligated to confirm or return any Entry submitted. Only those Entrants shortlisted as a finalist will be contacted by the Sponsor.

18. By participating in this Competition, Entrants agree to be bound by the Official Rules and the decisions of the judges and to release the University of Guelph Humber, its outside agents or consultants and the independent Competition Judges (together the “**Competition Parties**”) from any liability whatsoever for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with participation in the Competition, or the downloading or accessing of entry materials, or the acceptance, possession or use/misuse of any prize awarded herein.

19. Proof of entering information at Web Site is not considered proof of delivery or receipt by Sponsor. False and/or deceptive entries or acts of any kind shall render Entrants ineligible to receive a prize. Competition Parties are not responsible for any typographical or other error in the printing or advertising of the offer, administration of the Competition or in the announcement of prize(s)/prize winner(s).

20. The Sponsor reserves the right at any time and from time to time to modify or discontinue, temporarily or permanently, the Awards or any feature thereof with or without prior notice due to reasons outside its control (including, without limitation, in the case of anticipated, suspected, or actual fraud).

**CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**