

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 students who are or were enrolled in a Canadian post-secondary undergraduate or graduate media studies, journalism or communications course or program between January 1, 2020 and December 31, 2020, 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, 2020 through December 31, 2020 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 3rd 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 10, 2020 and closing at 11:59 p.m. EST February 14, 2021 (hereinafter referred to as the “**Submission Period**”).

5. COMPETITION CATEGORIES: There are thirteen (13) Competition categories. Each respective Competition category (a “**Category**”) has a prize(s) eligible to be won as described below.

- i) Photojournalism*
- ii) Commercial / Creative Photography*
- iii) Audio Storytelling*

- iv) Written Word: News Story**
- v) Written Word: Feature Story**
- vi) Written Word: Editorial or Column**
- vii) Video: Documentary**
- viii) Video: Short Form**
- ix) Public Relations or Marketing Campaign**
- x) Multimedia Production**
- xi) Design: Print News or Feature Story**
- xii) Design: Online News Site**
- xiii) Design: Advertisement, Marketing or Promotional Material**

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

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 professionals (industry and academic) will be appointed by the Sponsor to act as judges (the “**Judges**”) for each of the thirteen Categories with expertise relevant to each of the respective Categories. Each panel of Judges will evaluate all eligible Entries in the respective Category, select up to five (5) finalists for the Category, and 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 February 14, 2021. 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 the week of March 22, 2021, 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 2021 EMA winners will be announced on April 14, 2021.

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.emergemediaawards.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.