



## 2018 Breakthrough Biotechnology Video Competition

### WHAT DOES "BIOTECHNOLOGY" MEAN TO YOU?

The competition is a statewide opportunity for high school students to explore how biotechnology is a part of their communities and earn a scholarship for undergraduate education in South Dakota. The competition encourages students to be creative and use videos to show how biotechnology is feeding, fueling, or healing in their community and helping to make a better world.

#### The Challenge:

1. Research and connect with 1 or more regional biotechnology companies/organizations.
2. Showcase the value of biotech in South Dakota by creating a creative 60-120s video.

#### Topics:

- A. How does Biotech Feed SD?
- B. How does Biotech Fuel SD?
- C. How does Biotech Heal SD?

#### Competition Details:

- Entries must be original works created by 9th-12th grade SD high school students
- The following Scholarship Awards will be presented (winners are responsible for the tax implications of the award):
  - First place (\$750 scholarship)
  - Second Place (\$500 scholarship)
  - Third Place (\$250 scholarship)
- Videos may be created by a single individual or team of two individuals splitting the scholarship award.
- Videos graphics, pictures, and language must be appropriate for all ages.
- Applicants retain all copyright and equivalent rights, but must provide release for SDBio, The Sanford PROMISE, HOSA, and SD EPSCoR to use the applicants' names, quotes and submissions for educational and promotional purposes, including website display and event exhibition.
- SDBio will not be held responsible for claims and complaints from third parties about published or exhibited entries.

Submissions for the 2018 Competition are made between October 1, 2017 and January 31, 2018 at:

<http://sdepacor.org/resources/sd-biotech-video-competition/>

#### Contact for Questions:

Joni Johnson at SD Biotech: [jjohnson@sdbio.org](mailto:jjohnson@sdbio.org)

Liz McMillan at Sanford Research: [Elizabeth.McMillan@sanfordhealth.org](mailto:Elizabeth.McMillan@sanfordhealth.org) or 605.312. 6417

#### Information & Requirements Table of Contents:

<a href="#">Page 1</a>	Overview
<a href="#">Page 2</a>	Guideline Checklist & Rubric
<a href="#">Page 3</a>	Registration (online)
<a href="#">Page 4</a>	Instructions for Video Upload
<a href="#">Page 5-7</a>	Terms & Conditions (must be signed and submitted)
<a href="#">Page 8</a>	Recording Consent (must be signed and submitted)
<a href="#">Page 9</a>	Video Release (must be signed and submitted)

#### Does your video meet the following guidelines?

- Terms and conditions, audio/video recording release(s), and registration submitted.
- Video uploaded to YouTube (See upload instructions)
- Uploaded video is at least 60 seconds long, and no longer than 120 seconds
- Video includes title slide with unique title and “Breakthrough Biotech Video” and a slide with the participant’s name(s)
- Video includes a list of credits and sources (including names of professionals or other individuals showcased in the video, website URLs, and sources for images and background research).
- All aspects of the video appropriate for an elementary audience (the video must not contain any pornographic, defamatory, illicit, illegal, or otherwise inappropriate content).
- Video does not include any copyrighted materials. For example, the wearing of clothing showing commercial logos or the display of such logos in any way in a video submission is prohibited.
- The consent and waiver of all persons featured in the video must be obtained in writing in advance and that waiver and consent must include without limitation the consent of the participant to the public posting of that person’s image and must be submitted along with application. (SEE AUDIO/VIDEO RECORDING CONSENT FORM)

\*If videos do not meet the guidelines criteria, they will not be judged.

#### JUDGING CATEGORIES

##### Highlights Regional Biotech Industry (50%):

- *How well does the video and essay highlight biotechnology and its importance? (up to 35%)*
  - o Video creatively presents the meaning of biotechnology and gives strong reasons why biotechnology is important to the community.
- *At least one SD Bio member is highlighted (up to 15%) or at least one non-member regional Biotech organization or industry highlighted (up to 10%)*

##### Video Quality & Creativity (40%)

- *The video draws in and keeps the attention of the viewer(s)? (up to 10%)*
  - o Video gives viewer a strong understanding of biotechnology, its importance and the viewer feels like they will remember the video for a while.
- *Video is original and innovative? (up to 10%)*
  - o Video is original, creative and unique.
- *Production of video (up to 10%)*
  - o Video is well planned with smooth transitions and edits. Sound and visuals are also very good.
- *Ability to communicate science to a diverse population (up to 10%)*
  - o Language used is not too ‘techy’ and ideas were communicated very clearly for a community audience. (Full points).

##### Video Essays (10%)

- *Essays clearly articulate the project and experience in an engaging and authentic way. (up to 10%)*



## 2018 Breakthrough Biotechnology Video Competition

### REGISTRATION

**PLEASE NOTE: You will be asked to provide the following information when you submit the electronic registration, please prepare by creating a document with the information and copy/paste into the electronic system.**

**After October 1, 2017, online registration will be available at:**

**<http://sdepscor.org/resources/sd-biotech-video-competition/>**

**Deadline to submit is: January 31, 2018**

Video Title:

Video YouTube Link (see supporting document for how to upload to YouTube):

Video Author 1:

Video Author 1 Contact:

Video Author 1 School:

Video Author 2 (if applicable):

Video Author 2 Contact:

Video Author 2 School:

Organization(s) Highlighted in video content or visuals:

There are 3 essays that count towards the judges' evaluations, we recommend drafting the response using word or other text document and copy/pasting into the electronic system:

**BRIEFLY DESCRIBE THE VIDEO-MAKING PROCESS & EXPERIENCE (Limit 1,000 characters (approx. 250 words)):**

**WHAT WAS THE MOST EXCITING/REWARDING PART OF THIS PROJECT FOR YOU (YOUR TEAM) (Limit 1,000 characters (approx. 250 words))?**

**WHAT WAS THE MOST DIFFICULT PART (Limit 1,000 characters (approx. 250 words))?**

You will be asked to acknowledge receipt and approve the terms and conditions provided below (pg 5-7).

**\*\*In order for your submission to be judged, you must mail the following signed forms: Terms and Conditions (pg 7), Recording consent for any individual or private property who's voice or image appears in the video (pg 8) and your video release (pg 9). All forms must be postmarked by Jan 15, 2018.**

**Mail to: Elizabeth McMillan; Sanford Research; 2301 East 60<sup>th</sup> Street North; Sioux Falls, SD 57104.**



## 2018 Breakthrough Biotechnology Video Competition

### VIDEO UPLOAD INSTRUCTIONS

1. All videos submitted for the SD Biotech Breakthrough Student Video Competition should be uploaded on YouTube.
2. See RUBRIC for checklist and scoring information prior to uploading.
3. Review TERMS & CONDITIONS, AUDIO/VIDEO RECORDING CONSENT, and VIDEO RELEASE for copyright and content provisions.
4. To upload:
  - a. Go to [www.YouTube.com](http://www.YouTube.com)
  - b. Click the "upload" button on the top right hand corner of the homepage
  - c. Follow the directions given to upload the video
  - d. Include the link to your YouTube video on your completed online application
  - e. Give your video a unique title and include the phrase "Breakthrough Biotechnology Video."
5. South Dakota Biotech Breakthrough Student Video Competition Administration disclaims any responsibility for video content. However, videos may remain on YouTube and affiliated website, if needed.
6. The South Dakota Biotech Breakthrough Student Video Competition Administration will review materials before posting to confirm appropriateness and that there are no copyright infringements. Any video that violates the above guidelines and/or does not comply with the provisions of this Agreement will automatically be disqualified.
7. Submit the URL for your video to the online REGISTRATION system.



## SD Biotech Breakthrough Student Video Competition

### TERMS AND CONDITIONS

Participants in the South Dakota Biotech Breakthrough Student Video Competition are required to accept the Terms and Conditions governing the contest, which are set forth below. The Parent or Guardian of minors must read and sign Terms and Conditions and Multimedia Publicity/privacy Release forms on behalf of their minor.

South Dakota Biotech Breakthrough Student Video Competition

PARTICIPATION IS VOLUNTARY AND CONDITIONAL UPON THE ACCEPTANCE OF TERMS AND CONDITIONS. ACCEPTANCE OF THESE TERMS AND CONDITIONS ALSO AFFECTS ANY RIGHTS YOU MAY HAVE IF YOU ARE INJURED OR OTHERWISE SUFFER DAMAGES WHILE PARTICIPATING IN THE SOUTH DAKOTA BIOTECH BREAKTHROUGH VIDEO COMPETITION.

I intend to participate in the South Dakota Biotech Breakthrough Student Video Competition and understand that my participation is voluntary. The term "Participant" as used in this Terms and Conditions shall refer only to the individual accepting the Terms and Conditions.

**Important Note:** Applicants should allow ample time to prepare and submit all required materials through the application system, and should review the application system and requirements as soon as possible. While the South Dakota Biotech Breakthrough Student Video Competition Administration is prepared to assist applicants with questions and technical problems, it is the responsibility of the applicant to start early so as to have sufficient time to address any questions that may arise. South Dakota Biotech Breakthrough Student Video Competition Administration will make every effort to address applicant questions or technical difficulties but in no way can guarantee or assure that queries or technical difficulties can be resolved in time to meet the deadline.

#### 1. Legal Status and Participant Responsibility and Liability

- a. The South Dakota Biotech Breakthrough Student Video Competition is an extracurricular program and participation is voluntary.
- b. The South Dakota Biotech Breakthrough Student Video Competition Administration is comprised of SDBiotech, SD EPSCoR and Sanford PROMISE affiliates.
- c. South Dakota Biotech Breakthrough Student Video Competition Administration does not provide insurance coverage for personal injury or property damage for participants in the South Dakota Biotech Breakthrough Video Competition. Participants are not entitled to Workers Compensation benefits, or any other benefit available to employees of South Dakota Biotech Breakthrough Student Video Competition Administration.
- d. There is no guarantee that a video will be selected as a finalist or win the competition.
- e. A Participant shall be personally responsible for the payments of all expenses and costs that may be incurred as a result of her / his participation in the South Dakota Biotech Breakthrough Video Competition. Furthermore, no expenses or costs incurred by a Participant will be paid by or reimbursed by South Dakota Biotech Breakthrough Student Video Competition Administration.
- f. South Dakota Biotech Breakthrough Student Video Competition Administration shall have no obligation, express or implied, to supervise, monitor, review or otherwise assume responsibility for the work of any Participant in the South Dakota Biotech Breakthrough Student Video Competition, and shall have no liability whatsoever to any Participant or any third parties for or on account of any injury, loss, or damage, of any kind or nature, sustained by, or any damage assessed or asserted against, or any other liability incurred by or imposed upon a Participant or any other person or entity, arising out of or in connection with or resulting from the South Dakota Biotech Breakthrough Video Competition.

## **2. Privacy**

- a. Personal information will be collected when a Participant applies for the South Dakota Biotech Breakthrough Video Competition. Registration requires that a Participant provide name, email address, birthdate and any other information deemed necessary to provide age and residency. By accepting the Terms and Conditions, a Participant grants permission and consents to South Dakota Biotech Breakthrough Student Video Competition Administration to review the Participant's videos hosted on YouTube.com, and host and/or link video for promotional purposes.
- b. The information submitted by a Participant will be used to confirm eligibility, evaluate the application, and administer awards. This information will be disclosed to the South Dakota Biotech Breakthrough Student Video Competition Administration and judges for purposes of evaluation and selection. For the public viewing portion of the competition, the Participant's name, video name and video itself will be made public.
- c. Once registered, Participants may receive periodic communications regarding to important deadlines and information. Participants will have the opportunity to opt-out of receiving this additional information.
- d. Information collected will not be sold, rented or provided to anyone for commercial or marketing purposes.
- e. Personal information received in connection with the South Dakota Biotech Breakthrough Student Video Competition may be released as required by subpoena, law or a court of competent jurisdiction. Personal information may also be disclosed as provided herein and in the event that a Participant's safety or security is at risk or in order to protect the integrity and security of the South Dakota Biotech Breakthrough Student Video Competition website.
- f. The South Dakota Biotech Breakthrough Student Video Competition Administration reserves the right to modify the privacy policy described herein at any time without prior notification to users and registrants. A notice will be posted on the websites should significant policy changes take effect.

## **3. Intellectual Property and Privacy Policies**

- a. All rights in inventions, copyrightable material, and other information or properties created by the Participant in the South Dakota Biotech Breakthrough Student Video Competition (collectively, "Intellectual Property") shall become public domain as the video is posted on a public YouTube channel.
- b. The application and materials submitted with the application shall be considered the property of the South Dakota Biotech Breakthrough Student Video Competition upon submission and the South Dakota Biotech Breakthrough Student Video Competition shall have no obligation to return any materials to applicants.

## **4. Entire Agreement.**

This Agreement to the Terms and Conditions constitutes the entire understanding between the Participant and South Dakota Biotech Breakthrough Student Video Competition Administration relating to the South Dakota Biotech Breakthrough Student Video Competition and supersedes and replaces all prior agreements, understandings, writings, and discussions. This Agreement may not be modified except by written agreement executed by South Dakota Biotech Breakthrough Student Video Competition Administration and the undersigned Participant.

## **5. Execution: Legally Binding Agreement**

By accepting the Terms and Condition the participant hereby acknowledges: I have read and understand these Terms and Conditions, and I agree that in consideration of my participation in the South Dakota Biotech Breakthrough Video Competition, I do hereby release, discharge, and covenant not to sue any party associated with the South Dakota Biotech Breakthrough Student Video Competition Administration, their trustees, officers, employees or agents, for any liability, claim, and/or cause of action arising out of or related to any loss, damage, or injury, including death, that may be sustained by me, or to loss of or damage to any property belonging to me that occurs as a result of my participation in the South Dakota Biotech Breakthrough Video Competition.

**(For Parents):** I certify I am the legal parent or guardian of contestant, over the age of 18 and legally competent to sign this Terms and Condition form. I hereby confirm and certify that I am the parent or legal guardian of the above mentioned Minor Child (applicant), I hereby consent to My Minor Child’s participation in the South Dakota Biotech Breakthrough Video Competition, and I further consent and agree to all provisions of this document and agree that all provisions of this document shall be effective as to My Minor Child in their participation of the South Dakota Biotech Breakthrough Video Competition. I further agree to indemnify and hold harmless the Released Parties for any expenses, claims or liabilities that may arise as a result of any insufficiency of my full legal authority to execute this Release agreement.

**MULTIMEDIA PUBLICITY/PRIVACY RELEASE**

I hereby irrevocably grant to South Dakota Biotech Breakthrough Student Video Competition Administration, its subsidiaries, affiliates, nominees, licensees, and assigns, and those acting with its authority with respect to (a) my participation in the South Dakota Biotech Breakthrough Video Competition, and/or (b) photographs, film or tape (the “Materials”) taken of me or relating to me by or on behalf of South Dakota Biotech Breakthrough Video Competition, the unrestricted, absolute, perpetual, worldwide royalty-free license and right to:

- (1) Reproduce, copy, modify, create derivatives in whole or in part, or otherwise use the Materials or any part thereof in combination with or as a composite of other matter, including, but not limited to, text, data, images, photographs, illustrations, animation and graphics, video or audio segments of any nature, in any media or embodiment, now known or hereafter to become known, including, but not limited to, all formats of computer readable electronic, magnetic, digital, laser or optical-based media (the “Works”), and
- (2) Use and permit to be used my name, whether in original or modified form, in connection with the video South Dakota Biotech Breakthrough Student Video Competition Administration may chose, and
- (3) Display, perform, exhibit, distribute, transmit or broadcast the Works by any means now known or hereafter to become known.

**Waiver and Release** I hereby waive all rights and release South Dakota Biotech Breakthrough Student Video Competition Administration and affiliates from, and shall neither sue nor bring any proceeding against any such parties for, any claim or cause of action, whether now known or unknown, for defamation, invasion of privacy, publicity or personality, false light, or any other matter, whether based upon or relating to the use and exploitation of the Materials or otherwise.

**I agree that there shall be no obligation to utilize the authorization granted by me hereunder. The terms of this authorization shall commence on the date hereof and be without limitation.**

\* IF VIDEO INCLUDES ANYONE BESIDES THE PARTICIPANT(S), USE THE CONSENT FORM FOR ADDITIONAL RELEASES.

_____	_____	_____
Participant 1 Printed Name	Signature	Date
_____	_____	_____
Participant 1 Parent/Guardian Printed Name (if under 18)	Signature	Date
_____	_____	_____
Participant 2 Printed Name	Signature	Date
_____	_____	_____
Participant 2 Parent/Guardian Printed Name (if under 18)	Signature	Date



SD Biotech Breakthrough Student Video Competition

AUDIO/VIDEO RECORDING CONSENT

IMPORTANT: BEFORE AGREEING TO HAVE YOUR CONTENT RECORDED AND SHARED ELECTRONICALLY, PLEASE VERIFY THAT YOU OWN THE COPYRIGHT OF ALL MATERIALS BEING PRESENTED. IF YOU DO NOT, SUCH MATERIALS MAY NOT BE RECORDED OR SHARED

I hereby grant to \_\_\_\_\_ (creator of video) and South Dakota Biotech the following rights in the interest of furthering the program’s creation and distribution of informational and educational materials:

- 1. The rights to record my image, photograph, picture, likeness, and voice by any technology or means.
2. The rights to copy, use, perform, display, and distribute such recordings of me for any legitimate purpose, including but not limited to distribution by means of streaming or other technologies via the Internet, or distribution of audio or video files (e.g. podcasts) for download by the public.
3. The rights to combine such recordings of me with other images, recordings, or printed matter in the production of motion pictures, television tape, sound recordings, still photography, CD-ROM or any other media.
4. The rights to record, reproduce, amplify, and simulate my image and all sound effects produced.
5. The rights to use my image and voice in connection with the marketing of programs, events, or educational or educational materials.

I understand and agree that I will not receive compensation, now or in the future, in connection with exercise of the rights granted hereunder.

I hereby release and forever discharge \_\_\_\_\_ (creator of video), South Dakota Biotech, its member organizations, and the officers, agents and employees from any and all claims, demands, rights and causes of action of whatever kind that I may have, caused by or arising from South Dakota Biotech’s exercise of the rights granted hereunder and the use of recordings containing my image or voice, including all claims for libel and invasion of privacy or infringement of rights of copyright and publicity.

Please complete the following information:

Full Name: \_\_\_\_\_ Email Address: \_\_\_\_\_ Birthdate: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Printed Name (if under 18): \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Signature (if under 18): \_\_\_\_\_ Date: \_\_\_\_\_





# SD Biotech Breakthrough Student Video Competition

## VIDEO RELEASE

**IMPORTANT: BEFORE AGREEING TO RELEASE YOUR VIDEO, PLEASE VERIFY THAT YOU OWN THE COPYRIGHT OF ALL MATERIALS BEING PRESENTED AND THAT YOU HAVE COMPLETED THE AUDIO/VIDEO RECORDING CONSENT FOR INDIVIDUALS AND ORGANZATIONS REPRESENTED IN YOUR VIDEO.**

I hereby grant to South Dakota Biotech the following rights in the interest of furthering the program’s creation and distribution of informational and educational materials:

1. The absolute right and permission to use worldwide, in perpetuity, certain footage by or under the direction of my SD Biotech Breakthrough Video team and to similarly use my name, background information, photo/image and statements about my experience making such video, in any media now known or ever developed, for the purpose of advertising, publicity, trade, and promotion of its future projects
2. I agree that such video footage may be used in whole or in part or may be edited to meet requirements of copy, layout, and/or script subject to the following attribution.
3. I further understand and agree that SD Biotech and its partners may allow visitors to its websites to post ratings and/or comments pertaining to the footage. Although we may from time to time monitor or review such comments, SD Biotech is under no obligation to do so and assumes no liability or responsibility arising from the content of any such communications or for any defamation, error, inaccuracy, libel, obscenity, or profanity contained in any such communication.
4. I agree that I will not hold SD Biotech or anyone who receives permission from SD Biotech for such use responsible for any liability resulting from the use of, or failure to use, such footage in accordance with this Release, or loss or damage to the footage and will in furtherance thereof obtain releases from all third parties appearing in, or who could claim rights to, such footage.
5. I waive any and all rights to SD Biotech’s use of such footage in accordance with this Release, including any and all moral rights, it being understood that the term “moral rights” includes the right of an author: to be known as the author of a work; to prevent others from being named as the author of the work; to prevent others from falsely attributing to the author the authorship of a work which he/she has not in fact created; to prevent others from making deforming changes in the author’s work; to withdraw a published work from distribution if it no longer represents the views of the author; and, to prevent others from using the work or the author’s name in such a way as to reflect negatively on his/her professional standing.

I understand and agree that I will not receive compensation, now nor in the future, in connection with South Dakota Biotech’s exercise of the rights granted hereunder.

I hereby release and forever discharge South Dakota Biotech, and its member organizations, and the officers, agents and employees from any and all claims, demands, rights and causes of action of whatever kind that I may have, caused by or arising from South Dakota Biotech’s exercise of the rights granted hereunder and the use of recordings containing my image or voice, including all claims for libel and invasion of privacy or infringement of rights of copyright and publicity.

Please complete the following information:

Full Name: \_\_\_\_\_ Email Address: \_\_\_\_\_ Birthdate: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Printed Name and Signature (if under 18): \_\_\_\_\_ Date: \_\_\_\_\_