2013 COMPETITION

OFFICIAL RULES & INSTRUCTION GUIDELINES

The following rules must be followed, or your video will be disqualified:

1. Your commercial must be 30 seconds long or less.
2. There are two ways you may enter your commercial: (a) Upload video entry to the Internet (i.e., YouTube, Vimeo, or SchoolTube) along with the completion of the online entry form; or (b) you can mail the entry form and DVD/VHS to **Courageous Persuaders®, 1900 West Big Beaver Road, Suite 100, Troy MI 48084.**
3. The deadline is **Tuesday, February 12, 2013.** Your entry must either be submitted online or postmarked by this date.
4. More than one commercial may be submitted by one student.
5. Should your commercial be selected as a winning entry, please save all original work.
6. You may enter as an individual or as a team. All team members listed on the entry form must be a high school student, in grades 9-12 (ages 19 and under) and a United States or Canadian citizen attending a United States or Canadian high school. Team members are decided by the team captain. Team members must be listed on the entry form. Should your commercial be selected as a winning entry, the scholarship money would be divided evenly among all team members listed on the entry form.
7. A completed Consent Form is required for each individual involved with creating or producing the commercial, including any music and sound effects. This includes all team members, all on-camera actors, all voiceover announcers, individuals in photographs, music composers, sound effect creators, and musicians who have participated in any way. You will only be contacted and required to fill out and return the Consent Form if selected as a semi-finalist, prior to your entry being sent for final judging, aired on television or added to the Courageous Persuaders® website. Every person involved in developing or producing the commercial submission must each sign a Consent Form.
8. A completed Work Cited page is required and must be completed under an MLA or APA format and submitted with the Consent Form if chosen as a semi-finalist. This includes any photographs, researched facts and statistics. Do not use any family photographs, published photographs, website photographs, or film footage without written permission from the owner or all people in the photograph/film footage. This includes footage of school activities and sporting events. Photos that appear on the Internet and in magazines usually have copyrights and cannot be used (all movie, video game and TV footage is protected, as are news photos and film footage). Any video or photographs submitted using images without signed permission of the video or photograph's owner will be disqualified.
9. Music and Sound Effects: The only music and sound effects allowed on your entry must come from one of three sources: (a) Courageous Persuaders® Free-Use Music* (see detailed information at end of Rules, below); (b) Garage Band Software, consistent with the Garage Band Software License Agreement; or (c) your own music you created and performed alone or with your team members.
   i. **Please note:** Please note: other resources/websites for music or sound effects that may indicate "copyright-free" may not be completely and legally copyright-free; use of any music or sound effects from other so-called copyright-free websites will disqualify your entry. Option (c) above, allows you to include work that is original to you. Everyone involved in composing and performing the music and sound effects must sign the Consent Form. You may not play (i.e., "cover") anyone else's music or use their sound effects unless that person is a team member who is available to sign the Consent Form. You may, however, use Garage Band as an element of your original music consistent with the Garage Band Software License Agreement. Do not use any other music, songs or sound effects.
10. No alcohol can be consumed or appear to be consumed during the making of your commercial. You may dramatize the drinking of alcohol if you use a non-alcoholic beverage and cut the scene when the container reaches the lips of the actor. Nothing can be ingested. All "real" alcohol brand names must be removed from bottles or covered up so that they are not seen. Do not use any distinguishable alcohol containers, even if the labels are removed. No "drinking games" are allowed in your video (i.e., beer pong).
11. Commercials must be acceptable for airing by television stations; vulgar language and graphic content are not allowed.
12. Commercials that contain dangerous stunts, unsafe driving, vomit or vomiting, toilet scenes will be disqualified.
13. Do not show any company names or logos (i.e., businesses, high schools, universities, cemeteries) trademarks or art, including those on hats, shirts, and other items of clothing.
14. Do not include any phone numbers or web site addresses except for CourageousPersuaders.com. You may include your name and those of your team in the video as producers of the video, if you choose, although it is not necessary.
15. You may not use images in your video of tombstones with legible names and dates on them unless you have written permission from the family of the deceased. Permission must be submitted with your entry. You may edit the names and dates by blurring or blacking them out.
16. Videos submitted to the Courageous Persuaders® competition will not be returned, and may be displayed, duplicated, edited and exhibited for educational or promotional purposes as deemed appropriate by the Detroit Auto Dealers Association Education Foundation, Inc. Submission of the video constitutes your approval for such use and exhibition. We suggest you make a duplicate of your commercial in case it is damaged in mailing.
17. Any video that glamorizes or encourages drinking will be disqualified. Any videos submitted by students will be determined to be ineligible at the sole discretion of Courageous Persuaders®. Any dispute associated with a video submission will be governed in accordance with substantive and procedural Michigan law.
18. Given the fluctuation in number of entries each year, we are unable to determine odds of winning, however each year at least 11 awards are presented.

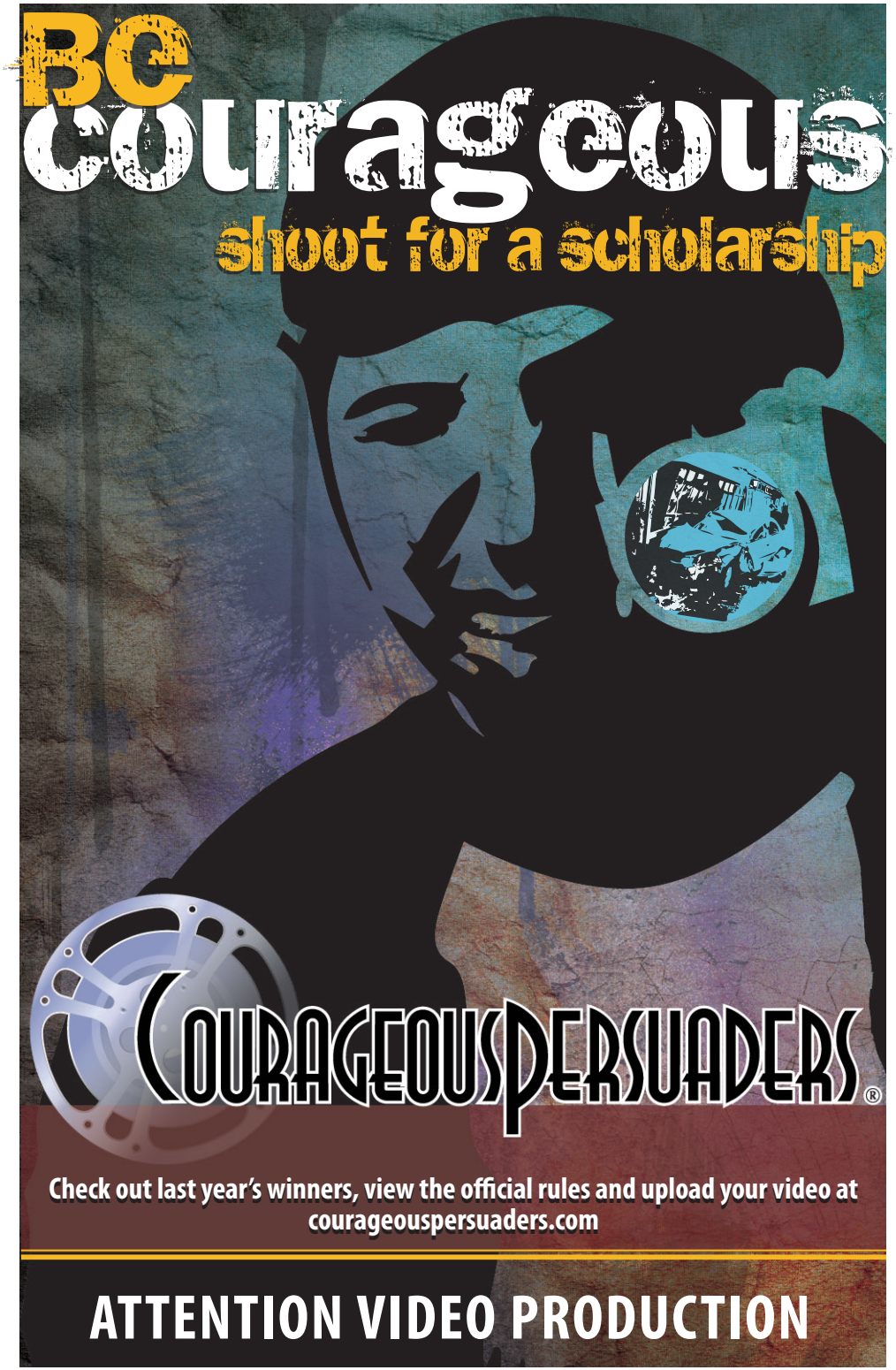
*COURAGEOUS PERSUADERS® FREE-USE MUSIC

Do not use any published music without permission of owners. This music is ONLY available for the Courageous Persuaders® Competition. Any other use is in violation of US copyright laws.

- Permission is granted for use in the Courageous Persuaders® competition only.
- You are welcome to use our special Courageous Persuaders® Free-Use Music, available exclusively to students producing commercials for this competition.
- On your submission, you must identify the music as "Courageous Persuaders® Free-Use Music" and specify the track number you used.
- Explore this incredible searchable music collection from Yessian Music, one of the world's leading music companies.
- Please read instructions below for access to the library.

INSTRUCTIONS:

1. **User ID:** courage
2. **Password:** first1
3. E-mail Brian Yessian with any questions: brian@yessian.com
   Click on the link below to search for Courageous Persuaders® Free-Use Music: http://www.yessian.com/search



BECOME A COURAGEOUS PERSUADER

Just create a 30-second commercial to warn middle school students about the dangers of underage drinking. The competition is open to high school students only, who compete for scholarship money and a chance to air their commercial on TV.

HOW TO ENTER

High school students nationally can enter in grades 9-12; emphasis is placed on concept and the message, not on production values. Students are encouraged to use whatever video equipment is available to them. Teachers and principals, school audio/visual departments, parents and community leaders are urged to share their equipment and lend local support by promoting the program as a very unique scholarship competition that is fun to participate in and has a powerful impact on a serious problem.

ABOUT 2013 COMPETITION

The Courageous Persuaders® video deadline is February 12, 2013. Winners will be announced at the Awards Celebration in May 2013. Please continue to visit CourageousPersuaders.com for further updates.

JUDGING

Middle school classrooms interested in participating in the Courageous Persuaders® program can volunteer to be judges of the competition. Questionnaires administered to middle school students gauge the persuasiveness of the commercials produced by high schoolers. Ratings on these questionnaires determine the winners. To participate in judging, register at CourageousPersuaders.com.

SCHOLARSHIPS & AWARDS

NATIONAL SCHOLARSHIPS	$2,000 Detroit Auto Dealers Association (DADA) Award $2,000 Michelin Award $1,000 State Farm Award	
MICHIGAN ONLY SCHOLARSHIPS	$3,000 Grand Prize Courageous Persuaders® Award $1,500 1st Place Courageous Persuaders® Award $1,000 2nd Place Courageous Persuaders® Award	$ 500 3rd Place Courageous Persuaders® Award $2,000 Adcraft Club of Detroit Award $1,500 Lindsey Renee Cianciolo Family Memorial Fund $1,500 Lindsey Renee Cianciolo Family Memorial Fund $ 250 College for Creative Studies (CCS) Award
STATE FARM FAN FAVORITE AWARD	The public can view all Finalist Videos on the Courageous Persuaders YouTube Channel and VOTE for their favorite, in April 2013! The school of the student's video with the most "likes" will receive $2,500! Details to come, visit CourageousPersuaders.com for further updates!	
WALL STREET JOURNAL COURAGEOUS LEADER AWARD	Did a teacher or community leader make a major contribution to Courageous Persuaders®? Nominate them for the Courageous Leader Award and tell us how they did it. Nomination forms are available on line.	

PROGRAM SPONSORS & SUPPORTERS

DADA Education FOUNDATION

The Lindsey Renee Cianciolo Family Memorial Fund

State of Michigan Secretary of State

State Farm Insurance

Abbott Nicholson PC Attorneys for Dealers

HCFF Hickey Cianciolo Fishman and Finn

Michelin

The Adcraft Club of Detroit

TVS Communication Solutions www.tvstudios.com 248.362.3335

Michigan Coalition to Reduce Underage Drinking

smartfinds creative online marketing strategies

CW50

College for Creative Studies

cmntv as real as tv gets

severely social

UM

Marv Slocum Photography

YESSIAN Music and Sound Design

FOX 2 WJBK

pluto

The Wall Street Journal. Classroom Edition

Honigman

CONGRATULATIONS 2012 SCHOLARSHIP WINNERS

Chloe and Kole's Car Adventure!
by Chelsea Washington & Camryn Washington
Washington Homeschool, Southfield, MI

Regret
by
Forest Hills Northern High School, Grand Rapids, MI

Stay Alive
by Marissa Hastings
Forest Hills Eastern High School, Ada, MI

There Are No Second Chances
by Daniel Cooper
West Bloomfield High School, West Bloomfield, MI

Regret
by Dylan Malburg
Forest Hills Northern High School, Grand Rapids, MI

Some Things Can't Be Changed
by Blake Grigsby
Neuqua Valley High School, Naperville, Il

New Product Infomercial - "No!"
by Grant Ogden
Eisenhower High School, Shelby Twp, MI

Be Very Afraid
by Adam Atallah & Adam Bialecki
Utica Center for Science & Industry, Sterling Heights, MI

You Choose Your Future
by Anna Dodd, Nicole Trudeau, Jake Tholen & Casey Haggerty
Howell High School, Howell, MI

Numbers
by Ashley Bartreau
Lake Orion High School, Lake Orion, MI

Real Fun
by Robert Marrocco
Eisenhower High School, Shelby Twp., MI

Is It Really Worth It?
by Tess Tuckerman
Lenawee ISD TECH Center, Adrian, MI

Hands
by Nikita Mungarwadi
Clarenceville High School, Livonia, MI

ABOUT THE DETROIT AUTO DEALERS ASSOCIATION

The Detroit Auto Dealers Association (DADA), through the DADA Education Foundation, is the primary sponsor and administrator of the Courageous Persuaders® program.

COURAGEOUS PERSUADERS CONTACTS

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