

## IT'S ELEMENTAL VIDEO CONTEST OFFICIAL RULES

1. WHAT IS THE CONTEST: In celebration of the International Year of Chemistry, the Chemical Heritage Foundation (CHF) and The Dow Chemical Company (Dow) invite all high school students from across the United States to reserve an element from the periodic table of elements, create and submit a short video about that element.

2. HOW TO ENTER: A detailed description about the contest, as well as an interactive table of elements from which to reserve an element, can be found on CHF's Web site, [www.chemheritage.org](http://www.chemheritage.org), under the "Discover" section. Students may enter as an individual or as a group, and a group may be comprised of an unlimited number of students; however, the winning team from the group entrants category will only be allowed to send a maximum of three individuals (and one chaperone) to the Grand Prize celebration in Philadelphia.

3. ENTRY DEADLINE: Videos must be submitted by January 7, 2011 at 12:00 midnight ET.

4. VIDEO FORMAT: Videos must be submitted in .mpeg format and cannot be more than 5 minutes in length. No entries will be returned.

5. JUDGING:

A. Videos will be judged based on the following criteria:

- **Presentation of scientific information**  
The information contained in the video is accurate and has depth and focus.
- **Integration of historical and/or social context**  
The video places the element within a historical or social context rather than merely listing factual information about the element.
- **Effective presentation and technical merit**  
The video shows good production standards. All material is relevant and appropriate to the subject. The story is well structured, with, for example, a story arc or central theme that is explicitly developed.
- **Overall artistry and quality**  
The video shows good artistic quality and attention to detail. The look and feel of the video is consistent and shows deliberate design.

B. An esteemed panel has been assembled to judge the "It's Elemental" video contest, including:

- **Ivan Amato**, author of *Stuff and Super Vision: A New View of Nature*.
- **Michael Gordin**, Professor of History, Princeton University, and author of *A Well-Ordered Thing: Dmitri Mendeleev and the Shadow of the Periodic Table*.
- **Roald Hoffmann**, Nobel Prize-winning chemist, and Frank H. T. Rhodes Professor Emeritus of Humane Letters, Cornell University.
- **Catherine T. (Katie) Hunt**, Senior Research & Development Director, External Science and Technology, Dow Chemical Company, and former President, American Chemical Society.
- **Sam Kean**, author of *The Disappearing Spoon: And Other True Tales of Madness, Love, and the History of the World from the Periodic Table of the Elements*.
- **Adam Rogers**, Senior Editor, *Wired*, and Special Correspondent, *Wired Science*.

- [Thomas R. Tritton](#), President and CEO, Chemical Heritage Foundation.
- **Darryl Williams**, Program Director, National Science Foundation.

Contest entrants will be competing for the chance to win the Grand Prize (awarded to the best individual entry and the best team entry), sponsored and managed by Chemical Heritage Foundation, which is an all-expenses paid trip to attend [Heritage Day 2011](#) in Philadelphia at accommodations designated by CHF, and the People's Pick Award, for the video that receives the greatest number of votes and total protons from Web viewers. In addition, **Dow** will be sponsoring **11 grants** in the amount of **\$5,000 each** to the school science departments for each of the eleven finalists (see below).

The contest judges will narrow the pool of entrants to the top 20, and **CHF will announce the top 20 finalists by February 15, 2011**. The finalists will then be invited to participate in one final step.

The Final Step: The teachers who represent each of the finalists chosen will be required to write and submit a **500-word essay** on why his/her student/student team should receive this award and how the school would use Dow's \$5,000 grant to improve the school's science department. Home-schooled students who are in the final 20 will be asked to nominate either their local high school or public library and a representative from those institutions will be asked to write and submit an essay to be eligible for the award. Teachers/representatives must submit their 500-word essay **by March 4, 2011**.

Essays will be judged based on the following criteria:

- Presenting a highly original or creative idea
- Addressing a critical need in the school's science program
- Inspiring active engagement in science for all students
- Encouraging cross-curricular exploration
- Providing a focus on sustainability, innovation, and collaboration in the learning environment

**People's Pick Award:** All videos will be available for viewing and judging in the People's Pick Award contest through the interactive periodic table. The video that receives the highest combination of votes and protons will be the People's Pick Award winner.

**On March 4, 2011**, CHF and Dow will announce the Grand Prize winners: one winner from the individual entrants and one winner from the group entrants. The Grand Prize is described below.

**On March 28, 2011**, CHF and Dow will announce the winners of the "It's Elemental" essay portion. These eight winners will receive a \$5,000 grant from Dow to benefit their school's science department. CHF and Dow will also announce the winner of the People's Pick Award. The Grand Prize winners and the People's Pick winner also will receive a \$5,000 grant from Dow to benefit their school's science department. Runners-up in the People's Pick Awards will receive certificates.

## 6. PRIZES:

- A. **GRAND PRIZE:** Grand-Prize winners will be invited to attend [Heritage Day 2011](#) in Philadelphia, meet the judges and other distinguished guests at a special event, and see their video played during the a special reception.

1. Travel costs (transportation, hotel, meals) will be covered for one filmmaker and one chaperone in the individual category and for up to three members of each team (plus one chaperone) in the team category.
  2. Grand-Prize winners will be notified on **March 4, 2011**.
- B. ADDITIONAL PRIZES: The Grand-Prize winners, People's Pick Award winner and eight other finalists will receive a \$5,000 grant from Dow to benefit their school's science department.
1. The eight finalists whose schools will receive this grant by Dow will be notified on **March 28, 2011**.
  2. The People's Pick Award winner will receive this grant from Dow and be notified on **March 28, 2011**.

7. ELIGIBILITY:

- A. The contest is open to U.S. high-school students in grades 9 through 12. Public, private, parochial, and home-schooled students in these grades are welcome to participate.
- B. The Contest is subject to all applicable federal, state and local laws and regulations. Void where prohibited.

8. CONDITIONS OF ENTRY:

- A. Videos entered in the contest are hosted by the CHF's Web site, and will be available for viewing by the public on the contest page and after completion of the contest. Videos may be posted to CHF's other Internet sites (YouTube, Facebook, etc.) for CHF's marketing purposes. All entrants, by virtue of uploading their video, give CHF permission to use their submission for educational purposes, and each entrant acknowledges that their video may be posted on publicly available social media sites such as YouTube and/or Facebook. Entrants shall be solely responsible for the videos submitted to the contest and for any liability resulting from the posting or publication of the videos.
- B. Videos will be screened for inappropriate content in advance of posting. Inappropriate content may include but is not limited to:
  - Sexually suggestive content
  - Partial or full nudity
  - Actual violence or very graphic fictional violence
  - Gory, disturbing imagery
  - Strong language
  - Material that infringes on the privacy or publicity rights of any third party
  - Content that is libelous, defamatory, obscene, pornographic, hateful, racist, fraudulent, harmful, threatening, or abusive, that violates copyrights or other intellectual property rights, or that is in violation of applicable law
- C. CHF and Dow will remove any entry and disqualify any entrant who violates or is suspected of violating the official contest rules or whose entry infringes or potentially infringes upon the copyrights or other intellectual property rights or any other rights of any person or entity. CHF and Dow may, but are not required to, terminate any user account, including that of an entrant, at any time and may remove any video posted to the contest Web site. CHF and Dow are not liable for termination of any account, disqualification of an entrant,

the removal or reposting of any video, or its failure to terminate an account or remove or report a video.

- D. Entrants agree to defend, indemnify, and hold harmless CHF and Dow, its affiliates, officers, directors, employees, and agents from and against any and all claims, damages, obligations, losses, liabilities, costs, debt, and expenses (including but not limited to attorney's fees) arising from the conduct or administration of the contest.
  
- E. Contest submission deadline: **January 7, 2011, at 12:00 a.m. (EST)**. An Agreement to Abide by Contest Rules: Your participation in the Contest constitutes the full and unconditional agreement by you and your parents or legal guardian to abide by these Official Rules. Sponsor's decisions and the Judges' selections are final and binding in all matters related to the Contest. Being awarded a prize is contingent upon fulfilling all requirements set forth herein.
  
- F. Use of winner's name: Except where prohibited, by entering, each entrant grants permission, without further compensation, to CHF and Dow and its agents and licensees, to use the entrant's name, voice, photograph, likeness, opinions, and biographical material (including but not limited to hometown and state) for broadcast, print, and promotional purposes in connection with the contest in any media worldwide.
  
- G. Execution of Affidavit and Release: By entering, each entrant agrees that if selected as a winner, he/she will sign an affidavit of eligibility and publicity release (where legal) and a waiver of liability. The awarding of a prize is contingent upon fulfilling all terms and conditions of these Contest Rules.

#### 9. MISCELLANEOUS:

- A. Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control compromises the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of this event. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of this Contest, or to be acting in violation of these Official Rules. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
  
- B. Sponsor and their promotional and advertising agencies shall have no liability and shall be released and held harmless by participant(s) for any damage, loss or liability to person or property, due in whole or part, directly or indirectly, by reason of the acceptance, possession, use or misuse of prize or participation. Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by Participants, printing errors

or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; or (5) any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from Participant's participation in the Contest or receipt or use or misuse of any prize. If for any reason a participant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, participant's sole remedy is another entry in the Contest, provided that if it is not possible to award another entry due to discontinuance of the Contest, or any part of it, for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims. Sponsor does not make any representations or warranties, either express or implied, about the prizes as to any quality, usage, treatment, or character, unless explicitly stated in these Official Rules.

- C. Except where prohibited, participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court in and for the Eastern District of Pennsylvania or the appropriate Commonwealth of Pennsylvania Court located in Philadelphia County, Pennsylvania; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the participant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Pennsylvania, without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Pennsylvania or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Pennsylvania.