

# **“I am Malian, I am ...”**

## **Official Video Contest Rules**

### **Contest Sponsors**

“I am Malian, I am ...” is sponsored by U.S. Embassy Bamako and Sarama Films (the “Contest Sponsors”).

### **Description of Contest Objectives**

The contest seeks to promote creation by youth (ages 18-25) of 3-5 minute video clips which answer the question: “Je Suis Malian. Je suis...” The videos should focus on themes of peace and reconciliation. Winning entries will be judged upon creativity as well as message content.

### **Platform**

The contest will be conducted on the YouTube video sharing platform, however YouTube is not a partner or sponsor of the contest. By participating in the contest and uploading content to YouTube, contestants are reminded that they are bound by YouTube’s Terms of Service and any agreements with YouTube or Google contained therein.

### **How to Enter**

Record an original video on peace and on reconciliation efforts in Mali. Upload the video under your own username, captioning the video with the hashtag <<#JeSuisMalien>>. The video submission can be uploaded in any format accepted by YouTube, but should not be longer than five minutes. Once a video is uploaded to YouTube, it is considered a final submission and may not be modified, edited, or replaced. Individual contestants may submit no more than one video. Participation in this contest is automatically deemed as acceptance of these Official Contest Rules. A submission must be an original video, taken by the contestant.

After uploading the hashtagged video, send a link to your video submission to **jesuismalien@gmail.gov**, along with the following information: (i) full name (ii) YouTube user ID, (iii) country of citizenship, (iv) country of residence, (v) preferred e-mail address, (vi) confirmation that you are at least 18 years of age.

The contest commences at **6 a.m. GMT on November 1, 2014**. Entries may be submitted between **November 1**, and ends at midnight on November 30. Judging begins on December 1 and concludes December 7.

### **Content Requirements**

- a. Submissions must not contain obscenity, explicit sexual material, nudity, profanity, graphic violence, calls or incitement to violence, commercial solicitation or commercial promotion. Submissions must conform to local laws and must not contain content or images that could be considered abusive, inflammatory, denigrating, or disrespectful to any of the Contest Sponsors, or to any groups, individuals or institutions. Submissions

must adhere both in appearance and in fact to the norms of civil discourse. In other words, the content of all submissions must be suitable for a global, public audience.

- b. Submissions must be original content created by the contestant and must not contain any elements that are protected by someone else's copyright or otherwise subject to third party intellectual property or proprietary rights, including privacy and publicity rights (except as expressly permitted below in (d)). Contest Sponsors recognize no allowance for "fair use" of copyrighted material, nor do Contest Sponsors recognize allowance for use of licensed materials created or owned by a third party.
- c. Contest Sponsors reserve the right to disqualify, at their sole and absolute discretion, any submission that does not adhere to these criteria and to the intent and substance of these Official Contest Rules.
- d. In the event of any question or difference of views regarding compliance with, interpretation, or application of these content requirements or other provisions of these Official Contest Rules, Contest Sponsors reserve the exclusive right to resolve such questions or differences of view in their sole discretion.
- e. By submitting a video to the contest, the contestant affirms that he or she has obtained written consent from all individuals whose image or likeness appears in the video (or from the individuals' parent/legal guardian if any such individuals are considered a minor in their country of residence), and that he or she has obtained the necessary rights, licenses, consents, and permissions to use all material such as music, images, text and other content in the submission. The contestant further affirms that he or she is prepared to provide reliable documentation of any and all such consents, licenses, etc., upon request. Failure to obtain such rights, license consents, and permissions may result in the disqualification of the video submission at the Contest Sponsors' sole and absolute discretion.
- f. **Editing of Video:** All conventional video-editing techniques are allowable. Videos may be edited through any program and in any format, but must be compressed and submitted in a format accepted by the YouTube platform.

### **Eligibility**

- a. Contestants must be at least 18 years old on the date of entry into the contest. Contestants must be residents of **Mali** and may not be U.S. citizens or lawful permanent residents.
- b. The individual submitting the entry will be considered the contestant and will be the only individual eligible to compete for the prize. Organizations are not eligible to compete for the prize, either as an entity or through representation by an individual. In order to be eligible for the prize, the contestant must provide complete and accurate information.

- c. The following individuals are not eligible to participate in the contest: Employees, interns, directors, and officers of: the Contest Sponsors, the Platform(s), the U.S Government, or any employees, interns, directors, or officers of any agencies, companies or entities involved in the administration, advertising, judging, creation, development, execution, and/or fulfillment of this contest, and the immediate family members (defined as spouse, recognized partner, parent, child, sibling, and spouse or "step" of each) and those living in the same household of each such individual.
- d. Once a submission has been accepted for entry into the contest, the contestant's name (or User ID, if the contestant wishes to remain anonymous) and country may be publicly identified at the sole discretion of the contestant.

### **Selection of Winners**

#### **a) Judging Criteria**

All videos are subject to pre-screening by Contest Sponsors to ensure compliance with these Official Contest Rules and YouTube Terms of Service. Any videos out of compliance will not be posted. Contest Sponsors reserve the right in their sole and absolute discretion to verify in the final analysis whether a potential finalist or potential winning video submission has fully complied with these Official Contest Rules before posting to the contest site, awarding prize, recognizing as winner, etc.

- b) Judges:** The contest jury is comprised of the Public Affairs Officer of the U.S. Embassy in Mali, a senior locally engaged staff member of the Public Affairs Section, and three other ad hoc representatives from the U.S. Embassy in Bamako.
- c) Judging Criteria:** Only those entries received before December 1, 2014 and which have a corresponding email sent to [pasbamako@state.gov](mailto:pasbamako@state.gov) listing the name of the person entering the clip (or his/her user name on YouTube), the country of citizenship, a valid email address, and an affirmative statement of being over 18 years old will be deemed eligible. Clips should also adhere to the time limit of 3-5 minutes, be in French or any other national language with French subtitles; and specifically address peace and reconciliation issues. The committee will select the five top entries, which will then be shown to a larger community of Malians. The group will vote and the top two vote getters will be declared winners.
- d) Finalists:** Each finalist will be required to sign and return to Contest Sponsors an statement of eligibility and liability/publicity release, provide a short biography (where applicable), and a brief statement about the submission; otherwise they will be ineligible to compete for the prize(s). The inability of Contest Sponsors to contact a potential finalist may result in disqualification and/or selection of an alternate finalist from among all remaining eligible submissions.
- e) Winners:** Each winner will be required to sign and return to Contest Sponsors an statement of eligibility and liability/publicity release, provide a short bio (where applicable), and a brief statement about the submission; otherwise the winner will be ineligible for any prize. The inability of Contest Sponsors to contact a potential winner may result in disqualification and/or selection of an alternate winner from among all remaining eligible submissions.

- f) **Notification of Winners.** Winners and finalists will be contacted directly and the results will be announced on the Embassy website and social media pages. Winners and finalists may choose to use an alias instead of their real name and may request other identifying information be kept private.

#### **Prize(s)**

- a. There will be two winners of this competition. The two winning entries will each receive one video camera and one laptop with film editing software.
- b. Winners must confirm the acceptance of the prize in an email reply within three calendar days. If the acceptance is not confirmed by the required date, the Contest Sponsors reserve the right to select an alternative winner. The winner must provide a valid physical mailing address where a prize, if any, is to be shipped. Contest Sponsors are not responsible for any problems related to the shipping of any prize, including, but not limited to, theft, delay, damage, or destruction/accidental loss by the shipping carrier.
- c. Any unused portion of the prize is not transferable, convertible, or exchangeable and cannot be taken as cash. All taxes on or in connection with any prize, and the reporting consequences thereof, are the sole and exclusive responsibility of the winner.

#### **Liability and Rights**

- a. Contest Sponsors do not endorse any submitted photo or messages expressed therein, and Contest Sponsors expressly disclaim any and all liability in connection with the submitted photos including disputes between collaborators related to a submission.
- b. The contest and its sponsors do not permit copyright infringing activities or infringement of any other intellectual property rights, and Contest Sponsors reserve the right to remove and disqualify any submission they deem to be in violation of another party's copyright or other intellectual property rights.
- c. Contestants retain sole ownership of their original work. The submission remains the intellectual property of the contestant, and the Contest Sponsors and U.S. Government make no claim of copyright as to the work of any individual who enters the contest. Contestant specifically agrees to give the Contest Sponsors permission to use all content submitted for purposes of judging the contest. Winners and finalists will be required to grant Contest Sponsors, with proper attribution through whatever means they deem appropriate, a worldwide, non-exclusive, royalty-free, sub-licensable and transferable license to use, reproduce, distribute, prepare derivative works of, and/or display the submission, in any media formats and through any media channels in perpetuity in connection with the activities and operations of the contest.
- d. The contestant assumes sole responsibility for the contest submission and the material contained in it, and also for the consequences of submitting or posting it.
- e. Contest Sponsors reserve the right at any time, to verify the validity of entries and of contestants and to disqualify any contestant or entry deemed not in compliance with these Official Contest Rules. Contest Sponsors also reserve the right to request

further documentation, at their sole and absolute discretion, to verify eligibility and compliance with these Official Contest Rules.

- f. If a prize or any portion thereof, is unavailable, Contest Sponsors, in their sole discretion, reserve the right to substitute the prize with another prize of equal or greater value and/or specification.
- g. Contest Sponsors reserve the right, at any time and in their sole discretion, to disqualify and/or deem ineligible any individual who they reasonably believe (i) has violated the Official Contest Rules; (ii) has violated the terms of use of the platform; (iii) is acting in a bad faith, or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.
- h. Contest Sponsors reserve the right to modify, suspend, terminate or cancel the contest at their discretion for any reason.
- i. Contestant agrees to indemnify and hold harmless the Contest Sponsors, their parent, subsidiary and affiliated companies, officers, directors, employees, interns, and agents, from and against any and all claims, damages, obligations, losses, liabilities, costs or debt, and expenses (including but not limited to attorney's fees) arising from (i) violation of these Official Contest Rules, (ii) violation of any third party right, including without limitation any copyright, trademark, intellectual property, privacy, publicity, or other proprietary right in connection with the contest; or (iii) any claim that a contest submission caused any harm, including financial, to any third party. This indemnification obligation and hold harmless will survive indefinitely beyond the conclusion of the contest.
- j. The conduct, judging, and awarding of prizes will be carried out in full compliance with applicable U.S. law and host country law. In the event of a conflict between U.S. law and host country law, U.S. law shall apply.
- k. Contest Sponsors and the U.S. Government will take reasonable measures to protect privacy data, personally identifiable information, and other sensitive data of contestants. Contact information provided by contestants may be stored by **Embassy Bamako** and may be used to contact contestants for other purposes in the future. This information may be shared with the co-sponsors of the contest and/or be made available to third parties, to the extent permitted by law.
- l. Neither Contest Sponsors nor YouTube are liable for any disputes between collaborators related to a contest submission.
- a. Contest Sponsors assume no liability or responsibility for any loss or harm resulting from any user's participation in or attempt to participate in the contest or ability or inability to upload, download, or otherwise access any information in connection with participating in the contest. Contest Sponsors assume no responsibility or liability for technical problems, or technical malfunctions arising in connection with the operation of the contest, including: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity, or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed or intercepted email transmissions; inaccessibility of the contest site in

whole or in part for any reason; traffic congestion on the Internet or the contest site; unauthorized human or non-human intervention in the operation of the contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the contest.

- b. Use of contest site is at user's own risk. Contest Sponsors are not responsible for any personal injury, property damage, or losses of any kind which may be sustained to computer equipment resulting from participation in the contest, use of the contest site or the downloading of information from the contest site. By participating in the contest, the contestant releases Contest Sponsors from any and all claims arising from or relating to such contestant's participation in the contest, whether directly or indirectly.
- c. Contest Sponsors are not liable in the event that any portion of the contest is cancelled or delayed due to weather, fire, strike, acts of war or terrorism, or any other reason.