

# Know Your Neuro

## Music Video Contest 'Turn Away'



**KNOW YOUR NEURO PREVENTION SONG:** 'Turn Away' was created by a KYN student volunteers to illustrate the power of saying 'no' to risky behavior and highlight the majority of students who turn away from risky behavior.

**VIDEO CONTEST PURPOSE, RULES & ELIGIBILITY REQUIREMENTS:** The Know Your Neuro Video Contest is designed to empower young people to create prevention videos that utilize positive peer influence to encourage healthy decisions.

- 📍 **FORMAT:** All entries must be submitted in digital format. All videos must be in English but can include subtitles for another language.
- 📍 **ELIGIBILITY:** Students must currently be in grades 6 to 12 and reside in the U.S to be eligible to win. Students may work together in groups or submit an entry as an individual. Prize money will be distributed to the lead producer (who will serve as the point of contact) to be divided among group members as agreed upon by the group. All portions of the entry form must be completed when the is uploaded to be eligible.
- 📍 **PARENT/GUARDIAN CONTEST FORM:** Students under the age of 18 must attach as signed copy of the parent/guardian consent form with their video submission or send it to [crystal@drcrystalcollier.com](mailto:crystal@drcrystalcollier.com) before submitting their video in order to be eligible for the contest.
- 📍 **GUIDELINES:** Plagiarism or use of Artificial Intelligence (AI) is strictly prohibited. All work should be original, and credit should be given to any original sources of art or actor. No copyrighted materials (music, images, video clips, etc.) may be used for this contest unless you own the copyright or have a license to use the material for this contest. Adults may provide verbal assistance only. No professional assistance is allowed. Video length must be equivalent to the 'Turn Away' song and include a credit screen at the end including but not limited to the following credits:

### CREDIT SCREEN ROLES:

- 📍 Lead producer's name
- 📍 Project participant's name(s)
- 📍 School name
- 📍 School city, state/country
- 📍 Title of video

### CONTENT MUST:

- ✓ Comply with all local and national laws.
- ✓ Not promote illegal behavior.
- ✓ Not support racial, religious, sexual or other invidious prejudice.
- ✓ Invade privacy or be inappropriate.

- 📍 **DEADLINE:** The deadline for submissions is August 1, 2024. Winners will be announced on September 1, 2024.
- 📍 **WINNERS:** Winners and finalists must complete and submit a signed video release form and actor release form for each person appearing in the video. Scanned forms can be sent to [crystal@drcrystalcollier.com](mailto:crystal@drcrystalcollier.com)

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**FINAL DECISION:** The only compensation for submitting a video is the opportunity to be awarded a prize if the entry wins. KnowYourNeuro.org will pay filmmakers no additional compensation nor be liable to the filmmaker under any circumstances. The judge's final decision is final. Entries will be judged according to the Judging Rubric:

### Level One

- 1) Does the video follow the guidelines? (Yes/No)
- 2) Does the video run the length of the song? (Yes/No)
- 3) Is the information included in the video accurate and current? (Yes/No)
- 4) Are any copyrighted materials used and appropriately documented in the video? (Yes/No)
- 5) Is any portion of the video inappropriate? (Yes/No)
- 6) Did the student complete all necessary forms; online entry form, parent permission form, and (for Finalists) actor release form? (Yes/No)

### Level Two

- 1) Is the video's message clearly convey empowerment of saying 'no' to risky behavior?
- 2) Does the video clearly show the importance of prevention?
- 3) Is the video memorable and creative, drawing the viewer in and keeping attention?
- 4) Is the video original and innovative?
- 5) What is the overall quality of the production including visual and sound elements?

4	3	2	1

### POINTS

- 4 = Clear, strong prevention message, memorable, creative, original, unique, excellent production value  
3 = Fairly clear prevention message, viewer left with general understanding, moderately creative, good value  
2 = Prevention message implied, some original thought, little creativity, reasonable production value  
1 = Prevention message unclear, no original thought, poor production value

**AWARD:** The winner will receive \$1000.00.

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**COPIES:** Students should keep at least one copy of their video. KnowYourNeuro.org is not responsible for any films that are lost, damaged, or that do not upload properly.

**OWNERSHIP & USE:** Ownership of the underlying intellectual property of the project remains with the entrant, with the following exceptions.

- 📍 Entrants grant KnowYourNeuro.org the right to use, reproduce, reprint, distribute, perform, and/or display the entrant’s project video without further compensation or notification to the entrant.
- 📍 KnowYourNeuro.org maintains the right to reproduce, reprint, distribute, perform, display, or exhibit the project for advertising, publicity, and promotional purposes on their website, at conferences, or at any other venues.

**RELEASE OF LIABILITY:** By accepting the prize, winners agree to hold KnowYourNeuro.org and all KnowYourNeuro.org employees harmless against any and all claims and liability arising out of use of such prizes.

- 📍 Winner assumes all liability for any injury or damage caused from participation in the contest or use/redemption of any prize.

**AGREEMENT:** Entrants agree to be bound by the official contest rules and decisions of the judges.