



## Student Release and Waiver Form McDivitt Law Firm Spring 2010 Public Service Announcement Contest

Every spring, McDivitt Law Firm hosts a video public service announcement (PSA) contest that invites high school students in Colorado Springs and Pueblo, Colorado, to use their creativity to encourage fellow teens to take responsibility for their actions. This year, the law firm is asking teens to focus on the dangers of impaired and distracted driving—a serious problem that continues to spread across the state.

### Contest Rules and Procedures

- PSAs should follow the theme and be between 28 to 29 seconds in length.
- Include scripts when applicable.
- Entries must be mailed by Wednesday, April 7, 2010. E-mailed entries will not be accepted.
- Include completed registration forms, waivers, and releases with entries.
- Include a list of sources when applicable.
- Entries will be disqualified if they contain vulgar or inappropriate material.
- Submit PSAs as a full-quality/full-frame (720 x 480 pixel) NTSC, recorded on DVD.
- The decision of the judges will be final.
- If there are fewer than five entries, McDivitt Law Firm has the right to void the contest.
- Student's name and school should appear directly on the surface of the DVD.

### Judging and Awards

PSAs will be judged on students' abilities to analyze and discuss the topic and produce a quality video. The first place winner will be notified by McDivitt Law Firm and will receive either a Mac laptop computer OR a \$1,500 gift card to an electronics store; the winner's school will receive a \$500 donation; and the winning PSA will be aired on local television, the McDivitt Law Firm Web site, and the My PSA Contest Web site.

### Eligibility

Participants must be legal residents of the United States and can't be employees or immediate family members of an employee of (1) McDivitt Law Firm, (2) My PSA Contest and its affiliate cj Advertising, LLC,

and/or (3) McDivitt Law Firm's advertising agencies. This contest is void where prohibited and subject to all applicable federal, state, and local laws and regulations. Awards are nontransferable, not substitutable, nor redeemable, except at the sole discretion of McDivitt Law Firm.

### Original Work and Copyrights

Any materials—such print, recorded, photographic, or electronic materials—must be original works (except for material in the public domain). Materials can't violate trademarks, copyrights, and/or rights of privacy or publicity; applicable federal, state, and local laws, rules, and regulations must be complied with; and rights of the materials have not been previously given to other people, organizations, or businesses. **If entries contain copyrighted, branded, and/or trademarked materials without proper written permission, they will be disqualified.**

All of the materials created for the Spring 2010 Video PSA Contest will become and remain the property of McDivitt Law Firm. McDivitt Law Firm's rights of the materials will include the right to edit or change the materials in any way.

### Entries must be mailed to:

My PSA Contest  
c/o cj Advertising  
209 Tenth Ave. South, Suite 500  
Nashville, TN 37203

Questions about the contest may be directed to [info@myPSAcontest.com](mailto:info@myPSAcontest.com).



**Student Release and Waiver Form  
McDivitt Law Firm Spring 2010  
Public Service Announcement Contest**

I agree that my entry gives permission to use my name, likeness, and entry for advertising, promotion, and/or other purposes without further notice or compensation to me, except where prohibited by law. McDivitt Law Firm and My PSA Contest reserve all rights—including the right to edit, publish, use, modify, or dispose of any entry, online, in print, film, television, or in any other media for advertising, promotional and/or other purposes—without compensation or notification to me, except as prohibited by law.

I agree to release, indemnify, and hold harmless McDivitt Law Firm, My PSA Contest, cj Advertising, LLC, affiliates, and all others associated with the development and promotion of the contest, and the employees and affiliates of the parties mentioned above, from any and all damages, claims, causes of action and costs, resulting from or in connection with my participation in the contest or acceptance or use of any award; the use of the materials in any manner by McDivitt Law Firm, My PSA Contest, and/or cj Advertising; and my negligent acts or omissions or willful misconduct in connection with the McDivitt Law Firm Spring 2010 Public Service Announcement Contest.

I understand that I will not be allowed to participate in the contest without completing and signing this release and submitting it with any other necessary and required information and/or forms. All participants have knowingly agreed to appear in my entry and they have completed and signed any required Talent Release Forms. I agree to return any award that may be awarded to me to McDivitt Law Firm if any statement I have made in this release is untrue or false.

**I UNDERSTAND THAT THIS IS AN IMPORTANT LEGAL DOCUMENT. I HAVE READ ALL THE RULES AND REGULATIONS, AND I UNDERSTAND ITS CONTENTS.**

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

Participant Name (Print): \_\_\_\_\_

Address Line 1: \_\_\_\_\_

Address Line 2: \_\_\_\_\_

City, State and ZIP: \_\_\_\_\_

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

Parent or Guardian Name (Print): \_\_\_\_\_

**This document must be completed in its entirety and returned with your PSA entry for consideration in the McDivitt Law Firm Spring 2010 Video Public Service Announcement Contest. Entries are due by Wednesday, April 7, 2010.**