



YMCA
Youth for Youth
Gambling Education
Program (Y4Y)



Y4Y Contest Rules Video & Poster



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Eligibility

The contest is open to those aged 18-24 who reside within the province of Ontario. Individual and team entries are welcomed providing all team members meet the following criteria. If you are a team, the prize money will be divided among all teammates evenly.

In order to successfully submit your project the following criteria must be met:

- Must be 18-24.
- Resident of Ontario.
- Complete the Y4Y gambling education module.
 - Module includes: 3 video presentations and a quiz on the content watched to gauge your level of understanding. The quiz is **NOT** reflective of how you will be evaluated in the contest.
- You must agree to complete the programs evaluation process.
 - This includes completing an exit survey and phone interview.
- Ensure that all actors and participants in your videos are over the age of 18.

Contest Details

The Youth for Youth Digital Media competition is designed to educate and empower young people to raise awareness with regards to underage gambling, problem gambling, and the available resources. **This contest encourages young adults aged 18 to 24 to develop a video (no longer than 90 seconds). Along with the video we are asking participants to submit a poster that actively promotes a similar message to the one found in their video.** Submissions will be screened once received. They will then be passed to two juries comprised of contest organizers and youth aged 15-18. These juries will assist in shortlisting 8 and then 5 submissions which will then be voted on by the public via social media.

The participants of the competition will be provided resources that will help them to start off. However, it is the expectation that the contestants conduct their own research to further their understanding on their chosen topic. It is about learning, and engaging your peers with interesting and innovative information. In utilizing your own resources, you are also showing the contest organizers that you went above and beyond to ensure the success of your project.

Video and poster can be created in either English or French.

You are not expected to be an expert on the topic of gambling. The intention of this contest is to educate participants and have them learn and teach the material.

Topics Chosen for the Competition

The theme of this year's contest are the unconventional forms of gambling. There are 4 questions available to you to focus on more specifically. Please choose only **one** question to answer in your submissions.

- 1. Discuss the ways in which a Loot box/Loot crate/Mystery Chest can be considered a form of gambling.**
- 2. Discuss how the Freemium model can present itself in a way that is similar to gambling.**
- 3. Discuss how casino style activities found in video games blur the lines between gaming and gambling.**
- 4. How might betting on the outcome of an E-Sports game, which are games of skill, blur the lines between gaming and gambling?**

The definition of what gambling and gaming entails has become blurred over the years. Participants will receive gambling awareness education as well as information on the blurred lines between gambling and gaming. Technology and the internet have made way for new types of underage gambling opportunities to form. All sorts of casino games are available online, on gaming consoles, smart phones, etc. Youth can bet on an outcome of a video game through gaming consoles, as well as the gambling like activities incorporated in some video games. Research shows that youth who are exposed to gambling at a younger age are more at risk of developing a gambling problem later on in their life. 26% of Ontario students report playing video games daily and children who regularly play video games exhibit a "false sense of confidence and security" and take greater risks and gamble larger amounts. Also small but significant correlation has been found between the number of hours spent playing video games and the severity of problem gambling. Youth participants will be asked to research one of the above topics. They will then creatively spread awareness about the gambling opportunities chosen and evaluate its potential risks, provide harm reduction strategies (ways to stay safe), and if possible, information about available support resources for problem gambling in Ontario, Canada.

All resources provided to contestants will discuss the above topics, examples of harm reduction strategies, and ways contestants can creatively express their ideas.

The Objectives of this Contest

In answering the above questions you are encouraged to consider the contest objectives and takeaway points, which are:

- Youth gambling awareness

- Preventing youth problem gambling and underage gambling
- Increase the awareness of available resources for problem gambling in Ontario, Canada

Rules

Video Specifics

Content: Each video must be about gambling awareness and prevention to encourage your peers to lead a healthy lifestyle and to make informed decisions.

- The video must be one minute (90 seconds) in length or less. Videos that are longer than one minute and thirty seconds will be rejected.
- Please use royalty-free audio or visual material or make sure that you obtain any required authorizations.
- The video must not contain coarse language, offensive, racist or inappropriate comments, violence, or promote use of drugs via the production or on clothing worn in the making of the video. Contest organizers reserve the right to refuse, modify or delete a video that is deemed inappropriate.
- Videos and posters submitted for the contest will become the property of the Y4Y Youth for Youth Gambling Education Program.
- Ensure that the file format is AVI, MOV, or MP4 to ensure that the video can be properly viewed. If you have any other questions pertaining to preferred file format for videos, contact the contest organizer.
- Ensure that the visuals / acting is appropriate and relevant for the audience of your video (15-24 year olds). All actors shown in your video are required to be over the age of 18
- Ensure that the question you chose to answer is answered fully in your video
- With the question you selected, you should also include harm reduction strategies
- The format for the video should be in MP4 and have a resolution of 720p or 1080p.

Poster Specifics

Content: The poster must relate to the topics you discussed in your video. The goal of the poster is to present a topic pertaining to gambling in a visually appealing way.

- The poster must be visually appealing using creative artwork, graphics, or design.
 - **Ensure you have the rights to use the images that you chose.**
- Posters should be easy to read with enough text to convey your message effectively.
 - Sometimes, less is more.
- Ensure that the color scheme of your poster is easy to view.
 - Do not use bright neon colors on your entire posters.
- The poster requires a 300 DPI.

- The following are the dimensions of the advertised poster. As such please make sure your poster can accommodate these sizes. 47 inches (width) by 68 inches (height)
- Posters must be vertical.
- All images used on the poster must be yours and copyright free. Images will be advertised and you will potentially receive money if you win. As such, the poster pictures must be legally yours to use.
- Ensure that your poster displays a message that is relevant to the question you answered in your video.
- Additional information you might consider including:
 - Harm reduction strategies
 - Statistics
 - Any relevant and interesting facts you found in your research

Registration and Submission Process

Instructions for Registration Process

- Visit this Facebook page: <https://www.facebook.com/YMCAY4Y/>
- Visit our website to register: <https://ymcagta.org/Y4Y>
- Once registered you will receive an email with corresponding educational material and resources including three video presentations. This email will be sent to contestants shortly after they are registered.
- If you are registering as a team please:
 - Select and provide a team name
 - Assign a team leader for your team
 - Ensure that all team members register individually using the same team name and team leader name.
 - Acknowledge that the team leader will be responsible for submitting your teams' final project (video + poster).
 - Note that when you are registering as a team, the prize money will be divided among all teammates evenly.
- After watching and reading the emailed resources, you are able to email the contest organizer at any time to ask any further questions.
 - Contest Organizer Email: Cameron.penny@ymcagta.org
 - Contest Organizer Phone: 416-928-3362 x 22629

Instructions for Submission Process

- Submission of projects (video + poster) will take place through a google form and the link will be made public at a later date.
- Your final project must be submitted by December 9th 2018.

- You are able to submit your projects before this date.
- If you are a team please ensure that only the team leader is submitting the required files.
- On the same submission form, you will find a short evaluation survey. The questions are designed to evaluate learning, effectiveness of the contest and feed back to contest organizers. The evaluation process is organized by a third party firm. All responses to the evaluation questions will be anonymous. All team members must complete the evaluation.
- After all the submissions have been received there will be a screening process which will take place on December 10th. During this process, videos that did not meet the contest requirements will be disqualified.
- After the screening process takes place, contestants will have two weeks to make any suggested changes made by the contest organizers during the screening process.
- Starting January 14th till January 18th 2018 the Contest Organizer Jury will begin evaluating the revised submissions. They will shortlist 8 submissions that they found most closely reflected the contest requirements and objectives.
- Shortlisted submissions will be posted online for the public voting.

Important dates

Registration Period: July 1st to October 31st 2018 11:59 pm

First Phase of Contestant Check-Ins: August 20th - 24th 2018

Second Phase of Contestant Check-Ins: October 15th – 19th 2018

Third phase of Contestant check-ins: November 5th – 9th 2018

Submission Deadline: December 9th 2018 11:59 pm (Late submissions or forms will not be accepted)

- If you complete your submission prior to the December 9th deadline, you are able to submit it at that point in time. You do not have to wait for the submission deadline to submit your project.

Contestants Submission Revision Period: December 17th 2018 to January 6th 2019

- The revision period is when contestants are given an opportunity to review their submissions and apply any changes that were suggested prior to the jury evaluations.

Contest Organizer's Evaluation Period: January 14th - 18th 2019

Top 8 Submissions Revision Period: January 23rd-February 3rd 2019

- This is the second revision period for the shortlisted 8 contestants. They will be given one last opportunity to make any changes, suggested by the contest organizer jury, prior to the youth evaluation jury.

Youth Jury Evaluation: February 6th 2018

Public Vote: February 19th -24th 2019, 11:59 pm

Award Ceremony & Winner Announcement: March 8th 2019

Submission Criteria

Video Criteria: The video evaluation will be weighted at 75% of the final submission score. Below are the criteria that comprise the video evaluation rubric:

- 20% Creativity and originality
- 20% Clear and accurate content
- 30% Impact in raising awareness and prevention goals
- 30% Technical quality

Poster Criteria: The poster evaluation will be weighted at 25% of the final submission score. Below are the criteria that comprise the video evaluation rubric:

- 30% Artwork and Design
- 50% Content
- 20% Awareness and Prevention message

Winner Selection Process

Contest Organizer Jury: This jury is comprised of contest organizers who have knowledge of the gambling field. This jury will view the shortlisted videos and then narrow down the submissions to 8. They will provide feedback and comments for the contestants. This evaluation will take place January 14th to January 18th 2018.

Youth Jury: The jury is comprised of contest organizers and youth aged 15-18. This jury will shortlist the 5 best videos from the 8 chosen by the Contest Organizer Jury. This evaluation will take place February 6th 2018.

Public Vote: The top 5 videos selected by the jury will be published online on February 19th – 24th 2018. The public will have one week to vote for their favorite video.

*Please note. In choosing the winner, the Youth Juries evaluation will constitute for 50% and the public vote will account for the other 50%.

*Contest organizers reserve the right to refuse, modify or delete a video that they deem inappropriate.

If you win a prize:

- On March 8th 2018, at the award ceremony, we will reveal the first, second, and third place winners and award them their prize.
 - Those who have made it to the final 3 will be contacted prior to the award ceremony date. Their specific position will not be known until the ceremony.
- We ask that on the date of the award ceremony you provide your consent as photographs will be taken by the contest organizers, without further compensation. Each participant irrevocably and in perpetuity grants the contest organizers, without compensation, the right to use the video and poster submission, in whole or in part, in any way, to reproduce, make derivatives, modify, translate, distribute, transmit, publish, license and broadcast the video submission worldwide, by any means

Surveys and Interviews

Upon submission of your final project you will be **required** to complete an exit survey. The questions of this survey are designed to evaluate learning, effectiveness of the contest. The evaluation components are led by a third party and participants' responses will not impact their submission evaluation in any way. The third party firm will only share information with regard to whether contestants have completed evaluation component with contest organizers.

A short phone interview will also be conducted to receive more in depth responses to select questions that will serve provide useful insight as to what can be improved for future contests.

Prizes

1st prize: \$2500 for the participant(s)

2nd prize: \$1500 for the participant(s)

3rd prize: \$750 for the participant(s)

*Contest organizers reserve the right not to award any prizes if they deem, at their sole discretion, that there are too few videos submitted, that the quality of the videos is poor or that the videos do not meet the eligibility requirements.

Terms and Conditions

The Youth for Youth Education Program reserves the right, in its absolute discretion, to disqualify a video/poster it believes does not respect or potentially not respect one or several of the Y4Y Video Contest official rules.

The contest organizers reserve the right to modify, suspend or cancel the Contest for any reason, without any prior notice.

These rules may be changed without notice or reason including, if necessary, to comply with any applicable law. By entering this contest, participants agree to abide by these rules and acknowledge that the contest organizers shall not be responsible for any damages, costs, demands, claims or losses of any kind, incurred by any contestant as a result of participation in this contest.

Video and poster originality: We want to see your work, not someone else's. Please only use content that you created. The video and poster must not infringe upon or violate any laws or any third party rights, including, but not limited to, copyright, patent, trademark, trade secret or other proprietary rights and must not lead to any cause of action including libel, defamation, privacy violation, contract breach or tort. The participant must obtain all necessary permissions, licenses, clearances, releases, waivers of moral rights and other approvals from third parties (including, but not limited to, all copyright holders and all individuals appearing in the video submission), necessary to use the video submission, in whole or in part, in any way, including without limitation, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish, license and broadcast the video submission worldwide, by any means. Any and all such permissions, licenses, clearances, releases, waivers of moral rights and approvals must be attached to the video submission.

Content restrictions: Videos must not contain, illustrate, comment or target, without exception, any of the following:

- Obscenities, offensive or sexually explicit language, nudity, hurtful content, or equally unacceptable language or content;
- Ensure that minors (below 18) are not shown in your video.
- Language or content that is malicious, threatening, offensive, degrading, defamatory, racist, insulting, hateful, violent or obscene, acts of explicit violence or discriminatory language or content;
- Any individual, which the participant or the people who agreed to be included, in accordance with the official rules, who is identifiable in any way;
- Any reference to personal information concerning other people, including their names or information that could be used to identify or locate another person or otherwise considered as an infringement of privacy of another person;
- Content that encourages violence, intimidation or illegal behaviour, or tolerating these behaviours, or encouraging prejudices, hatred or prejudices towards a group or a person, or encouraging discrimination or exploitation based on race, gender, religion, disability or age;
- Any illegal claims or content;
- Defamation, libel or slander;
- Dangerous stunts;
- The use of any type of real weapons;
- Drug use;
- Any other content deemed offensive by the YGAP or the jury, at their sole discretion.

- Y4Y reserves the right to determine, at its sole discretion, if the content of a video contravenes the video related requirements.

Indemnity and limitations of liability: Your personal safety and that of your actors, camera crew and other individuals involved in the making of the video must be maintained. Do not put anyone at risk during the making of the video. If you show dangerous tasks in your video, you must follow all safety regulations and take all necessary precautions to prevent any injuries. Each participant accepts to defend, indemnify and save harmless from the Y4Y, its employees, officers, directors and agents as well as the jury from any and all lawsuits, claims, losses, injuries, death, damages and expenses, including any reasonable legal costs arising out of the participant's video/poster or in connection with the latter in any way, and to release the Y4Y, its employees, officers, directors and agents as well as the jury from any liability in connection with the Contest (including the awarding of a prize).

Grant of rights: By participating in the contest and by submitting a video/poster, each participant:

- Grants the Youth for Youth Education Program an irrevocable, non-exclusive, royalty-free and perpetual license and right (including the right to sub-license) to copy, modify, reproduce, broadcast, display, publish, show in public, expose, encode, stock, adapt, transmit and use or present, in whole or in part, the video through any current or future means of communication (including any future promotional or educational project and school presentations), and including, but not limited to, the perpetual distribution over the Internet starting on the date of participation, including, but not limited to, the administration and promotion of the contest;
- Waives, in favour of the Y4Y, all intellectual property rights, public image and privacy rights, moral rights or any other right recognized by the law that he/she may have acquired for the video and poster or its features, if applicable, and which may prohibit the Y4Y from using the video;
- Waives and releases the Y4Y, its employees, officers, directors and agents as well as the jury of any claim based on public image rights, defamation, invasion of privacy, copyright, trademark infringement or any other legal action concerning the video and poster's intellectual property rights.
- The participant grants these rights, free of charge, to the Y4Y and accepts that no other permission or further copyright payment to the participant or other party be required.