



## WHCA/WiCAL “I Am Long Term Care” Video Challenge OFFICIAL CONTEST RULES

1. **Contest Eligibility:** Entrants must be employees, residents, volunteers or family/friends of residents at a WHCA/WiCAL skilled nursing or assisted living facilities.
2. **Permissions.** Administrators must grant permission for all video projects. To ensure permission has been granted, videos must be submitted by the facility’s administrator.
3. **Entry Limits.** Individuals or teams of individuals may submit up to three (3) videos.
4. **Length of Video.** Videos should not exceed three (3) minutes.
5. **Rights.** All submitted videos become the property of WHCA/WiCAL and can be used for promotional purposes that advance the mission of the association. Videos may be used for grassroots purposes as soon as they are received by WHCA/WiCAL.
6. **Media Consent.** Before filming residents, video contest participants must obtain a signed media consent form. If your facility does not have one, WHCA/WiCAL can provide one to your administrator.
7. **Submission Timeline.** Submissions will be accepted from May 1, 2010 through September 10, 2010. All submissions should be uploaded to the website maintained by our co-sponsor, IlluminAge Communications Partners.
8. **Format:** Videos may be submitted in any of the following formats: Windows Media Video, MPEG, QuickTime, FLV or AVI.
9. **Judges.** Winners will be chosen by a panel of judges, including IlluminAge and WHCA/WiCAL staff and others as chosen by WHCA/WiCAL.
10. **Announcement of Winners.** Winners will be announced at the WHCA/WiCAL Fall Convention at the luncheon on Thursday, September 30, 2010.
11. **Prizes.** One Grand Prize winner and three runners-up winners will be announced. The Grand Prize Winner will receive \$1,000 in free Web/communications services from IlluminAge and a \$250 cash award to the video team, or if preferred, the winning facility’s resident council.
12. **Only Original Works Accepted.** All video submissions must consist only of the original creative work (video, script, photo images). Background music does not have to be original.
13. **Release of Liability.** By participating, you agree to release and hold harmless WHCA/WiCAL and IlluminAge from and against any claim, loss, damage, liability, expense, impairment or cause of action related to your participation in the contest or your receipt of any prize.
14. **Withdrawing Video.** Should you wish to have your Video removed from the contest, please contact Erin Celello at [erin@whca.com](mailto:erin@whca.com), or 608.257.0125.