



OHIO CREDIT
UNION
FOUNDATION

Ohio Credit Union Foundation 2017 Video Scholarship

2017 Video Scholarship Question:

“How does being a member of a not-for-profit credit union differ from traditional for-profit financial institutions?”

Video Scholarship Overview

The Ohio Credit Union Foundation (OCUF) is inviting Ohio credit union members* pursuing an undergraduate degree to apply for a \$5,000 scholarship by creating a 60-second to 2½-minute video answering the question above.

**Video scholarship entrants must be a member of an Ohio-based credit union.*

Video Scholarship Timeline

The Video Scholarship contest begins Wednesday, Feb. 1, 2017, and ends Sunday, April 30, 2017. All video entries must be submitted by Sunday, April 30, 2017, at 11:59:59 p.m. EST. All videos and personal information must be submitted on the Foundation’s website.

www.OhioCreditUnionFoundation.org

Video Scholarship Judging

Video finalists, selected by a judging panel at OCUF, will appear on the OCUF website and the scholarship winner will be announced May 22.

Resources for Promoting Video Scholarship To Members

- Sample newsletter articles
- Sample social media posts
- Promotional flyer
- Web button



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Ohio Credit Union Foundation

2017 Video Scholarship Promotional Resources

Newsletter Article 1:

How does being a member of a not-for-profit credit union differ from traditional for-profit financial institutions? Creating a video exploring the differences between not-for-profit credit union differ from traditional for-profit financial institutions could win you \$5,000 towards college. If you're pursuing an undergraduate degree, you can apply for a \$5,000 scholarship from the Ohio Credit Union Foundation (OCUF) by creating a 60-second to 2½-minute in length video advertisement answering this question. Entrants must be a member of an Ohio-based credit union. Video entries can be edgy, funny, bold, simple, serious – or anything in between. The 2017 Video Scholarship contest begins Wednesday, Feb. 1, 2017, and ends Sunday, April 30, 2017. All video entries must be submitted by Sunday, April 30, 2017, at 11:59:59 p.m. EST. Video finalists, selected by a judging panel at OCUF, will appear on the OCUF website and the scholarship winner will be announced May 22. To learn more about this scholarship opportunity, please visit www.OhioCreditUnionFoundation.org.

Newsletter Article 2:

Need help tackling the financial mountain associated with higher education? A \$5,000 video scholarship opportunity for Ohio credit union members pursuing an undergraduate degree is available from the Ohio Credit Union Foundation (OCUF). Entrants must answer the scholarship question, "How does being a member of a not-for-profit credit union differ from traditional for-profit financial institutions?", by creating a 60-second to 2½-minute in length video. Video entries can be edgy, funny, bold, simple, serious – or anything in between. All video entries must be submitted by Sunday, April 30, 2017, at 11:59:59 p.m. EST. Video finalists, selected by a judging panel at OCUF, will appear on the OCUF website and the scholarship winner will be announced May 22. To learn more about this scholarship opportunity, please visit www.OhioCreditUnionFoundation.org.

Social Media Post 1:

Are you applying for college, but find the cost overwhelming? Create a video today for a chance to win \$5,000 with the Ohio Credit Union Foundation #VideoScholarship. www.OhioCreditUnionFoundation.org.

Social Media Post 2:

Combat rising tuition costs with the \$5,000 Ohio Credit Union Foundation #VideoScholarship. www.OhioCreditUnionFoundation.org.

Social Media Post 3:

\$5,000 in free money for college could be yours just by making a video. Apply for the Ohio Credit Union Foundation #VideoScholarship today. www.OhioCreditUnionFoundation.org.

Social Media Post 4:

Credit unions are here to help! Apply for the Ohio Credit Union Foundation #VideoScholarship and you could win \$5,000 in #FreeMoney. www.OhioCreditUnionFoundation.org

Social Media Post 5:

Are you looking for #FreeMoney for college? Apply today for the Ohio Credit Union Foundation \$5,000 #VideoScholarship! www.OhioCreditUnionFoundation.org

Poster and Web Button:

The 2017 video scholarship poster and web button are available at www.OhioCreditUnionFoundation.org.



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Video Scholarship Official Rules

Entry in this scholarship constitutes your acceptance of these official rules. The Ohio Credit Union Foundation (OCUF) is offering Ohio undergraduate credit union members the opportunity to apply for a \$5,000 video-based scholarship by creating a 60-second to 2½-minute video answering the following scholarship question:

“How does being a member of a not-for-profit credit union differ from traditional for-profit financial institutions?”

Rules

The Video Scholarship begins on Wednesday, Feb. 1, 2017, and ends Sunday, April 30, 2017. All video entries must be submitted by Sunday, April 30, 2017, at 11:59:59 p.m. EST.

Eligibility

Any member of an Ohio-based credit union who is in good standing and currently attends or has been accepted to attend a college or university in pursuit of an undergraduate degree may apply. Proof of acceptance/enrollment will need to be submitted upon request.

Employees and board members of the Ohio Credit Union League (OCUL) and its affiliates or related organizations, including the Ohio Credit Union Foundation, and their immediate family members are not eligible for this scholarship opportunity.

How to Enter

All video scholarship entries must be submitted through the website www.OhioCreditUnionFoundation.org. All scholarship applications and videos will need to be submitted by Sunday, April 30, 2017, at 11:59:59 p.m. EST.

Scholarship Submission

Entrants are to prepare an original video that is 60-seconds to 2½-minutes in length. When filming video, entrants are to obtain written permission of third parties if filming on property other than that of the entrant's. If music is incorporated into the entrant's video, the entrant is responsible for submitting a complete list of production credits. Music must be original or written permission by the music's composer/author must be provided. One video scholarship submission per entrant. Subsequent entries will be disqualified.

The video submission must meet the following criteria:

- Video entries must not be derogatory, offensive, threatening, defamatory, disparaging, and libelous or contain any content that is inappropriate, indecent, sexual, profane, impolite, slanderous, and discriminatory in any way.
- It must not contain content, material, or any element that displays any third-party advertising, slogan, logo, trademark, or otherwise indicates a sponsorship or endorsement by a third party.
- It must be an original, unpublished work that does not contain, incorporate, or otherwise use any content, music, material, or element that is owned by a third party or entity. Failing to provide proper documentation of permission to use such materials will result in the entry being disqualified.
- It cannot be longer than 2½ minutes. If it is longer than this, only the first 2½ minutes will be evaluated.
- It must be in a format compatible with YouTube, such as .WMV, .AVI, .MOV, or .MPG, and must be successfully submitted via e-mail.

Awards

The winner of the 2017 Ohio Credit Union Foundation Video Scholarship will receive a \$5,000 scholarship. Taxes are the sole responsibility of the scholarship winner.



Scholarship Judging

Winning entries will be judged by a panel of experts who are OCUF employees/board members or credit union representatives designated by OCUF. The eligible video submissions will be judged on the following criteria:

- Originality/creativity
- Ability to deliver a message in a clear, cohesive, and impactful way
- Effectiveness in addressing the scholarship question
- Accuracy of information presented

Judges will evaluate and attribute a score to each video based upon the criteria listed above. In the event of a tie, the Video that received the higher score from the judges in the category of "effectiveness in addressing the scholarship question" will be selected as the winner. In the event that a potential winner is disqualified for any reason, the Video that received the next-highest score will be chosen as the potential winner.

The scholarship winner will be notified by phone. All funds will be made payable to the winner and the college/university they attend.

General Conditions

All federal, state, and local laws and regulations apply. OCUF reserves the right to disqualify any Entrant from the scholarship if it reasonably believes that the entrant did not follow the guidelines set forth, such as by submitting video content that is inappropriate or providing false information within the context of the scholarship concerning identity, age, eligibility, mailing address, telephone number, e-mail address, and credit union affiliation. OCUF also reserves the right to disqualify any Entrant if it reasonably believes that the Entrant has attempted to undermine the legitimate operation of the scholarship by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses other entrants, viewers, or the judges.

Intellectual Property Rights

As a condition of entry, Entrant grants OCUF and OCUL a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive license to use, reproduce, adapt, modify, publish, distribute, and publicly display a Video (1) for the purposes of allowing OCUF and the judges to evaluate the Video for purposes of the scholarship, and (2) in connection with advertising and promotion via communication to the public. Once submitted, video entries become the sole property of OCUF and will not be returned.

Privacy

OCUF will not disclose Entrants' personal information, such as phone number or e-mail address, to any outside entity. Entrant's personal information will be used only to determine eligibility and distribute scholarship funds.

Publicity

As a condition of entry, Entrant agrees to permit OCUF and OCUL to use his or her name and/or likeness and Video for advertising and promotional purposes without additional compensation, unless prohibited by law.

The undersigned voluntarily consents to OCUF and OCUL and its member credit unions permission to use my photograph(s), name, story and/or voice for communication purposes, including without limitation in publications on the web, and releases OCUF and OCUL or its members from any liability that may result from a use consistent with said release.

Warranty

By entering, Entrant represents and warrants to OCUF: that the submitted video is the participant's own original work; that the participant is the sole owner of the video and all of the rights associated with it; that the video does not violate any rights of others; and that the video does not display any inappropriate material. In addition, participants release and hold harmless OCUF, their respective affiliates, directors, officers, employees, attorneys, and representatives from any and all liability for any injuries, loss claim, action, demand, or damage of any kind arising from participation in the 2017 OCUF Video Scholarship.

Entry Errors

OCUF is not responsible for any malfunction of the scholarship submission site or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed videos due to system errors, failed, incomplete or garbled technological malfunctions, or other telecommunication transmission malfunctions.



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