

YOUNG REPORTERS FOR THE ENVIRONMENT USA COMPETITION (“YRE-USA”)

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS COMPETITION. THE YRE-USA 2012 COMPETITION IS RUN BY NATIONAL WILDLIFE FEDERATION, 11100 WILDLIFE CENTER DRIVE, RESTON, VA 20190 USA AND THE FOUNDATION FOR ENVIRONMENTAL EDUCATION, SCANDIAGADE 13 2450 COPENHAGEN SV, DENMARK (EACH A “SPONSOR” AND COLLECTIVELY, THE “SPONSORS”). PLEASE NOTE THAT THIS IS NOT A PRIZE DRAWING BUT A JOURNALISM COMPETITION. PLEASE ALSO NOTE THAT THESE OFFICIAL RULES DO NOT CONSTITUTE A TENDER AND TENDER LAW REGULATIONS AND PRINCIPLES DO NOT APPLY.

YRE-USA 2012-2013 IS A COMPETITION OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE FULL-TIME STUDENTS BETWEEN THE AGES OF 13 – 18 ENROLLED IN A PRIVATE OR PUBLIC SCHOOL. HOME SCHOOL SUBMISSIONS ARE ALSO ELIGIBLE. VOID IN PUERTO RICO, U.S. TERRITORIES AND U.S. MILITARY BASES OUTSIDE OF THE U.S. AND WHERE PROHIBITED BY LAW. SUBJECT TO ALL APPLICABLE FEDERAL, STATE, AND LOCAL LAWS.

1. Competition Dates and Times:

The YRE-USA 2012-2013 competition described in these Official Rules (the “Competition”) begins on or about September 30, 2012 at 12:00:01 AM Eastern Standard Time (“EST”), and ends on March 15, 2013 at 11:59:59 PM EST (“Competition Period”).

2. Eligibility:

Competition is open to individuals who are full-time students between the ages of 13 – 18 and enrolled in a private or public school. Home schooled students between the ages of 13 – 18 are also eligible. An eligible minor must have his/her parent’s or legal guardian’s permission to enter this Competition. Sponsors reserve the right to verify an individual’s eligibility to participate in the Competition.

Minors – Parents and Guardians: The parent or legal guardian of an Entrant (as defined in section 4) under the legal age of majority in his/her jurisdiction of residence: (a) will ensure that the Entrant in respect of whom they agree to these Official Rules will comply with these Official Rules; and (b) warrants that the Entrant is capable of agreeing to these Official Rules and giving the consent contained herein. Your parent or legal guardian must agree to indemnify the Companies (as defined below) for and against: (a) any claims made by you or your family against the Companies in connection with the Competition; and (b) any losses (including any liability) caused by any of your conduct which is inconsistent with these Official Rules.

3. How to Enter the General Competition:

You can submit multiple entries as an individual (“Entrant” or “You”). You must first register for the Competition and then submit your entry which follows the requirements set out in these Official Rules and the Competition Site (which are incorporated herein by reference) (an

“Entry”). An Entry may be submitted at the Young Reporters Connect website located at www.yre-connect.com any time during the Competition Period.

Entrants can submit Projects in any one of the following categories: Photography, Videography, and Writing and are split in two age groups: 13-15 and 16-18

Each Entry must contain the following elements listed on the YRE-USA website at the following URL: <http://www.nwf.org/Global-Warming/School-Solutions/Young-Reporters-for-the-Environment/About-Young-Reporters/Judging-Criteria.aspx>

Style Requirements

All submissions must include:

1. The name of the author(s).
2. Their age(s) on the day of submission to the YRE-USA competition.
3. The name of their registered school or group.
4. Their country of residence.

ARTICLES

Articles must not exceed 1,000 words. They may include illustrations and photographs. The source of all non-original illustrations must be given. A title of not more than 140 characters is recommended, for compatibility with Twitter.

Technical Specifications: Articles must be sent digitally in Microsoft Word or .pdf format. Any accompanying pictures must follow the photographic guidelines below.

PHOTOGRAPHS

Participants may submit either a single photograph or a photographic series/essay of up to 12 photographs. Photographic entries must be accompanied by a title (preferably of no more than 140 characters) and a short caption of no more than 150 words that explains the environmental issue and/or solution.

Technical Specifications: Photographs must be submitted digitally as .jpg, .png, .tif, or .gif format, ideally converted into high-quality .pdf, with a resolution of not less than 150-300 dpi.

VIDEOS

Videos must be no more than 3 minutes long and must be in documentary or reporter/interview style. A video must be accompanied by a title (preferably of no more than 140 characters).

Technical Specifications: The format must be compatible with YouTube, i.e.:

- WebM files - Vp8 video codec and Vorbis Audio codecs
- .MPEG4, 3GPP and MOV files - Typically supporting h264, mpeg4 video codecs, and AAC audio codec
- .AVI - Many cameras output this format - typically the video codec is MJPEG and audio is PCM
- .MPEGPS - Typically supporting MPEG2 video codec and MP2 audio
- .WMV

- .FLV - Adobe-FLV1 video codec, MP3 audio

Dissemination to Local Audience

YRE pieces are meant to be targeted to a local audience. They should draw attention to a local issue, provoke conversation around it, and lead the community toward a positive resolution.

The YRE competition is a way for authors to earn recognition for this work, but should not be the purpose for creating it. To ensure that this goal is met, each submission must be accompanied by an explanation of how it was disseminated to a local audience. Where was it published, exhibited, shown or broadcast? Why was this audience chosen? What was the reaction and the result?

For example, you might have your article published in a local newspaper and then send a link to the online version to your Facebook contacts. You could then summarize the online commentary it generated, and note if it spurred any further action on the issue.

Participants should be prepared to include this information when you submit your entry.

4. Legal Conditions:

By entering, Entrants warrant that his or her entry materials are original, do not infringe on any third party's rights, and that Entrant has obtained any necessary permissions from any third party if a third party or third party's property appears in the photograph, video, or writing submission. Sponsors reserve the right to disqualify any entry if it finds in its sole discretion that any of the foregoing warranties are not true. Decisions of Sponsors shall be final and binding.

By entering, Entrants release and hold harmless Sponsors, its affiliated organizations, and each of their directors, officers, employees, attorneys, agents and representatives (collectively, the "Companies") from any and all liability for any injuries, loss, claim, action, demand or damage of any kind arising from or related to the Competition, any prize won, any use of the entry materials by Sponsors, the warranties Entrants make, any misuse or malfunction of any prize awarded, participation in any Competition-related activity, or participation in the Competition.

The Competition is governed by the laws of the United States and is subject to applicable federal, state, and local laws and regulations. Entrant agrees that any and all disputes that cannot be resolved with the Companies, and causes of action arising out of or connected with the Competition, shall be resolved individually, without resort to any form of class action, before a court of competent jurisdiction located in Fairfax County, Virginia, which court shall apply the laws of the Commonwealth of Virginia without regard for rules of conflicts of law. In any such dispute, Entrant shall, under no circumstances, be entitled to claim punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than Entrant's actual out-of-pocket expenses (if any) associated with participating in the Competition. Entrant hereby waives all rights to have damages multiplied or increased.

Any attempt by an Entrant or other individual to deliberately damage any website or undermine the legitimate operation of the Competition is a violation of criminal and civil laws, and should such an attempt be made, the Companies reserve the right to seek damages to the fullest extent permitted by law.

The Companies are not responsible for any incorrect or inaccurate information, whether caused by website users or by any equipment or programming associated with or utilized in the Competition, or by any technical or human error that may occur in the processing of submissions to the Competition, including but not limited to any misprints or typographical errors. The Companies assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Companies are not responsible for any problems or technical malfunction of any telephone network or lines, computer equipment, servers, providers, computer on-line systems, software, or failure of email on account of technical problems or traffic congestion on the Internet or at any website, including injury or damage to Entrant's or to any other person's computer related to or resulting from participating or uploading entries or information in the Competition.

Winners may be required to execute and return an Affidavit of Eligibility/Release of Liability/Prize Acceptance Form. Return of any prize and/or prize notification as undeliverable or failure of any entrant to comply with any Official Rules may result in disqualification.

If, for any reason, the Competition is not capable of completion as planned, including, but not limited to, by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond the control of the Companies that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Competition, the Companies reserve the right at their sole discretion to cancel, terminate, modify or suspend the Competition.

In no event will the Companies, their advertising and promotional agencies, or their directors, officers, employees, attorneys, agents and representatives be responsible or liable for any damages or losses of any kind, including direct indirect, incidental, consequential or punitive damages arising out of Entrant's access to and use of the Sponsors' websites, or the downloading or uploading and/or printing of material from said sites. Without limiting the foregoing, everything on the Sponsors' sites is provided "as is" without warranty of any kind, either express or implied. Some jurisdictions may not allow the limitation or exclusion of liability for incidental or consequential damages, so some of the foregoing limitations or exclusions may not apply to you. Check your local laws for any restrictions or limitations regarding these limitations or exclusions.

In the event of any fault, mistake, misunderstanding or dispute concerning the correctness or acceptability of the entry, or the operation of any part of the Competition, or the interpretation of these Official Rules, the decision of the Sponsors shall be final and no correspondence will be entered into.

Sponsors will not be liable to reimburse any expenses incurred in entering the Competition.

5. By entering the Competition, Entrants understand and agree that:

(a) the Entrants grant to Sponsors a worldwide, royalty free, non-exclusive, perpetual, irrevocable, sub-licensable and transferable license to use their Entry, Entrant's name, city and state of residence, for whatever purpose, in any and all media formats and through any and all media distribution and advertising and promotional purposes, without accounting, notification, credit, payment, or other obligation to Entrants. For the avoidance of doubt, these rights include, without limitation, the absolute right to edit and/or alter any entry, re-publish, route, and link to

and from all or any portion of any entry; and to excerpt and/or extract portions of any entry for all purposes. Sponsors reserve the right to use (or not use) Entrants' entries at all and/or as little of the entry as we so choose;

(b) to the extent permitted by applicable law, the Entrants unconditionally give Sponsors their consent to any act or omission that would otherwise infringe on any moral rights they may have in and in relation to their entries, and they undertake that they will not institute, maintain or support any claim or proceeding for infringement of any moral rights you they may have in and/or in relation to their entries.

6. Any entries which are incomplete, incorrect, inaudible, incomprehensible, or not received by Sponsors may be void.

7. Sponsors reserve the right to disqualify any Entrants and /or entries which it believes have not been made in compliance with these Official Rules or to disqualify any Entrant found to have tampered with the entry process or the operation of the Competition or to be acting in an unsportsmanlike or disruptive manner, or with intent to threaten, abuse or harass any other person.

8. Prizes. USA winners for first, second, and third place will be chosen on or about April 30, 2013 in Reston, Virginia. There will be prizes given for first, second, and third place submissions for each age group and each category as shown below. First place winners in each category will progress to the international YRE contest. USA winners will be posted on the Young Reporters for the Environment USA website on May 3, 2013:

1 st Place – Photography – Ages 13-15	14.2-Megapixel Digital SLR Camera – Black \$600.00	1st Place - Photography - Ages 16-18	14.2-Megapixel Digital SLR Camera – Black \$600.00
2 nd Place – Photography - Ages 13-15	14- 16.1-Megapixel Point and Shoot Digital Camera – Black \$200.00	2nd Place – Photography - Ages 16-18	14- 16.1-Megapixel Point and Shoot Digital Camera – Black \$200.00
3 rd Place – Photography – Ages 13-15	All-Weather Camera Shoulder Bag – Black \$26.00 16GB Secure Digital High Capacity (SDHC) Class 10 Memory Card \$20.00	3rd Place – Photography – Ages 16-18	All-Weather Camera Shoulder Bag – Black \$26.00 16GB Secure Digital High Capacity (SDHC) Class 10 Memory Card \$20.00
1st Place – Videography – Ages 13-15	16GB HD Flash Memory Camcorder – Blue \$549.99	1st Place – Videography – Ages 16-18	16GB HD Flash Memory Camcorder – Blue \$549.99

2 nd Place – Videography – Ages 13-15	Wi-Fi HD Flash Memory Camcorder – Black \$250.00	2 nd Place – Videography – Ages 16-18	Wi-Fi HD Flash Memory Camcorder – Black \$250.00
3 rd Place – Videography – Ages 13-15	Camera, Camcorder, Accessories, Notebook, Lens Carrying Case – Black \$69.99	3 rd Place – Videography – Ages 16-18	Camera, Camcorder, Accessories, Notebook, Lens Carrying Case – Black \$69.99
1 st Place – Writing – Ages 13-15	Apple® - The iPad® with Wi-Fi - 32GB – Black \$600.00	1 st Place – Writing – Ages 16-18	Apple® - The iPad® with Wi-Fi - 32GB – Black \$600.00
2 nd Place – Writing – Ages 13-15	Tablet 7.0 with 8GB Memory - Titanium Silver \$250.00	2 nd Place – Writing – Ages 16-18	Tablet 7.0 with 8GB Memory - Titanium Silver \$250.00
3 rd Place – Writing – Ages 13-15	SmartPen 2 GB \$119.99	3 rd Place – Writing – Ages 16-18	SmartPen 2 GB \$119.99

Prizes are non-transferable, with no cash redemptions, equivalents or substitutions except at Sponsor’s sole and absolute discretion. Prize details and availability are subject to change, and, in the event that Sponsor is unable to provide a winner with the prizes, the Sponsors may elect, at the Sponsors’ sole and absolute discretion, to provide such winner with the approximate value of such item in cash or award an alternate prize of comparable or greater value.

ALL PRIZES ARE AWARDED “AS IS” AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE).

9. Winner Selection. Entries will be judged on:

Judging Criteria

The jury will assign a score of 0-3 for the following five criteria. The questions listed under the criteria help guide jury members to their rating. Points are given as follows:

- 3 = yes, excellent
- 2 = yes, good
- 1 = yes, fair
- 0 = no, it does not meet this criteria
- Maximum points per submission = 15

Eligibility Criteria

Note: If an entry does not meet all the eligibility criteria, it will be disqualified.

- Does the piece fulfill all the submission requirements (correct length, title, size and format etc.)?

- Does it focus on a pertinent (real and current) local issue?
 - Does it present a potential solution?
 - Has the piece been disseminated to a local audience?
- A. Composition Structure and Quality
- For articles and videos:
- Is the piece well structured? Does it cover who, what, where, when, how and why?
 - Does it have a clear beginning, middle and end?
- For photos and videos:
- Is it technically and artistically well done? Is it high quality, well composed and impactful?
- B. Fair, Balanced and Objective Reporting
- For articles and videos:
- Is the piece balanced and fair in terms of representing different sides of an argument prior to offering a potential solution?
 - Does it include multiple perspectives?
 - Does it quote and/or reference real, credible sources and opinions?
 - Is scientific or statistical reporting accurate and supported by sources or footnotes?
 - For photos and videos:
 - Is the subject and audience represented fairly? Is it clear that they have not been manipulated?
- C. Informative and Well Researched
- Does the piece cover relevant historical, economic, social and/or political implications and possible consequences?
 - Does it make a link to a bigger global picture?
 - Does it present more than one possible solution?
 - Is the recommended solution realistic, well explained and justified?
 - Are supporting elements (illustrations, pictures, subtitles, etc.) effective and useful?
- D. Originality, Style and Independence
- Is the piece original in its scope or style (i.e., has the participant chosen a challenging topic or created an innovative or moving piece)?
 - Did the author engage in field work and interview people in person or on the telephone, rather than just use or quote online sources?
 - Did the author take a positive approach, devoting time to solutions and not just problems?
- E. Dissemination
- Is it clear who the target audience is?
 - Is the choice of media, the presentation style, and the mode of dissemination appropriate for communicating the message to this audience?
 - Is there evidence of further dissemination through relevant social media or other avenues?

The potential winner will be contacted within ten (10) business days of the winner selection date with the information provided during entry. Sponsors are not responsible for false or incorrectly entered contact information. Each potential winner and/or guardian will be required to submit an Affidavit of Eligibility / Release of Liability / Prize Acceptance Form (collectively, the "Affidavit") within seven (7) business days of attempted notification. Parents or legal guardians of any potential prize winner under the age of majority in his/her state of residence (which is eighteen (18) in most states) may be required to also sign the Affidavit in order for the potential prize winner to be qualified to receive his/her prize. If Sponsor does not receive a response from any potential winner within seven (7) business days of attempted notification, such winner may be disqualified and the Prize will be awarded to an alternate potential winner chosen by the same judging standards as the original potential winner. Non-compliance shall result in disqualification and award of the Prize to an alternate winner.

10. **Winners List.** For the name of the winners, mail a self-addressed, stamped envelope to: NATIONAL WILDLIFE FEDERATION, 11100 WILDLIFE CENTER DRIVE, RESTON, VA 20190 (Attn: Laura Hickey). Requests for the name of the winners must be received by June 30, 2012.

//End of Official Rules//