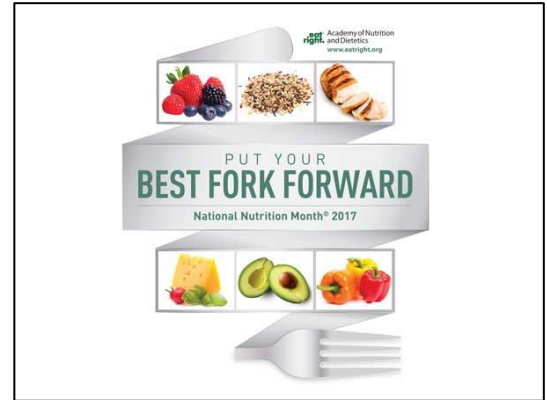


About the Contest

The Wisconsin Academy of Nutrition and Dietetics (WAND), an affiliate of the Academy of Nutrition and Dietetics, invites you to participate in our National Nutrition Month® Video Contest.

We invite everyone to answer the question, "**How do you put your best fork forward?**" WAND is accepting user-created videos of 2 minutes or less that show helpful or innovative strategies to overcome the barriers that individuals face when trying to choose a healthful diet. Your videos will serve to motivate people to engage in healthful dietary behaviors that fit within their lifestyle.



Eligibility

To be eligible to win a prize under this Contest, an individual or team —

1. shall have complied with the rules set forth herein;
2. shall have at least one member that is an active member of the Wisconsin Academy of Nutrition and Dietetics.
3. shall have at least one member that is at least eighteen (18) years old at the time of entry;
4. shall be a citizen or permanent resident of the United States; and
5. shall have filled out all applicable registration and consent forms.

All individual members of a team must meet the eligibility requirements. An individual may join more than one team. "Team members" do not include people whose only contribution is appearing in the video. Team members shall participate in the development of the video. Team member names must be provided on the contest entry. Minors can appear in the video, as long as the necessary consent forms are provided (contact WAND for these forms).

Employees of Badger Bay, WAND Marketing and Communication Committee members, judges, and shortstack.com employees (collectively the "Promotion Entities") or any of the Promotion Entities' respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production, execution, or distribution of the Contest and their immediate family (spouse, parents and step-parents, siblings and step-siblings, and children and step-children), and household members (people who share the same residence at least three (3) months out of the year) of each Promotion Entity employee are not eligible.

The Contest is subject to all applicable federal laws and regulations. Participation constitutes Contestant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Contest.

Rules:

Eligible entries must meet the following criteria:

1. Video submissions ***must be 2 minutes or less.***
2. All Videos must be submitted by **February 15, 2017 at 11:59 PM Central Standard Time (CST).**
3. Videos must be original, be the work of the Contestant(s), and must not violate the rights of other parties. Each Contestant or team represents and warrants that he, she or they is/are the sole author(s) and owner(s) of the Video, that the Video is wholly original with the Contestant(s), that it does not infringe any copyright or any other rights of any third party of which the Contestant(s) is/are aware, is free of malware and does not violate the Health Insurance Portability and Accountability Act (HIPAA). It is the Contestant(s) responsibility to obtain permission to record in any location included in the submitted Video. It is the Contestant(s) responsibility to obtain any permission necessary to include copyrighted items including, but not limited to, music, graphics or pictures.
4. The Sponsor (Wisconsin Academy of Nutrition and Dietetics) has the right to request access to the Video file to verify any criteria about the Video submission.
5. Videos should convey an overall positive message about healthy lifestyle choices within the context of a balanced diet and must provide evidenced-based nutrition advice.
6. Videos containing any matter which in the sole discretion of the Sponsor and Judges is in obvious bad taste, which demonstrates a lack of respect for public morals or conduct, which contains nutrition messaging that is inconsistent with the mission of the Sponsor, violates the WAND Social Media Policy, or which is contrary to the Academy Code of Ethics, including not (a.) speaking for, or representing, any company, industry, product or brand or (b.) endorsing any products or (c.) accepting advertising. As such, WAND requires that all entries be consistent its mission and Academy Code of Ethics, follows sound science, and does not promote a specific company, industry, product or brand. Videos which adversely affect the reputation of the Sponsor will not be accepted. If the Sponsor or judges, in their discretion, find any Videos to be unacceptable, then such Videos shall be deemed disqualified.

WAND Social Media Policy:

http://c.ymcdn.com/sites/www.eatrightwisc.org/resource/resmgr/docs/wand_social_media_policy.pdf

WAND Mission: <https://eatrightwisc.site-ym.com/?page=about>

The Academy of Nutrition and Dietetics Code of Ethics:
<http://www.eatright.org/codeofethics/>

Any contestant(s) not currently a member of The Academy of Nutrition can request to view these documents for the purpose of Video Submission from WAND. Please email eatrightwisc.media@gmail.com

7. All Videos must be in English.
8. The Video must not contain any commercial food businesses, restaurants, hospitals or clinics, industry names, brand names, product placement, endorsements, or trademarks.
9. Audio and video quality must be clear and understandable.
10. The Video cannot have been submitted previously in a promotion or contest of any kind, or previously exhibited or displayed publicly through any means.
11. Limit one entry per contestant or team.
12. The Video may be disqualified if the idea presented in the Video is not the same as or closely related to the idea described in the text description.
13. The Video must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity, or intellectual property rights, or material that constitutes copyright or license infringement.
14. The Video must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous, or libelous.
15. The Video must not contain material that promotes bigotry, racism, hatred, or harm against any group or individual, or that promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age.
16. The Video must not contain material that violates any applicable law.
17. Each Contestant grants WAND an irrevocable, royalty-free, non-exclusive worldwide license to use, copy for use, distribute, display publicly, perform publicly, create derivative works, and license others to do so for the purpose of the Contest and to promote WAND.
18. Voting by WAND Facebook® fans begins **February 16, 2017 12:00 AM Central Standard Time (CST) and ends February 28, 2017 at 11:59 PM CST.**
19. Voting by WAND judges will start no earlier than **February 16, 2017 at 11:59 PM CST and will end by approximately February 28, 2017 at 11:59 PM CST.**

Judging Criteria

Judges: The WAND Marketing & Communication Committee members

Judging Criteria: Two winners will be selected. One winner will be selected using the criteria below. Additionally, a fan favorite will be selected based upon the number of votes the video receives through the contest app. Fans must "Like" the WAND page on Facebook® to be eligible to vote.

Criteria	Maximum Possible Points	Points Awarded
All rules met	None (necessary to continue on for judging)	n/a
Creativity and Originality <ul style="list-style-type: none"> ○ Videos should use creative methods and approaches to convey the message. 	10	
Clarity and Quality of Message <ul style="list-style-type: none"> ○ Videos should clearly communicate the message, and the flow should be logical. 	10	
Relevance to Topic <ul style="list-style-type: none"> ○ Videos should be educational, inspiring, and memorable, and should most importantly answer the question of “How to put your best fork forward?” 	10	

How to Enter

All submitted Videos must meet the following requirements:

- All participants must “Like” WAND on Facebook®.
- All participants must complete an entry form and import their Video Submission from YouTube, Instagram, other media tool or upload a digital file. Participants must also agree to the terms and rules for each person participating in the Contest.
- Submissions must be made no later than **February 15, 2017 at 11:59 PM Central Standard Time (CST)**. Submission time is the time of the submission on the contest app, not the time of the uploading of the Video Submission to YouTube or other media tool. Video Submissions that are only uploaded to YouTube or other media tool without completing the contest app entry form will not create a valid entry into the Contest, and such Video Submissions will not be eligible for Contest consideration.
- Video Submissions must be 2 minutes or less.
- If any audio or text in the Video Submission is in a language other than English, the Submission must be accompanied by an English translation of the audio or text in the form of captioning and/or audio dubbing.
- Once a Video is submitted, the submitting participant (“Contestant(s)”) cannot make any changes or alterations to the Video.

- All Videos submitted become the sole property of WAND and may be used in future marketing and educational materials. Winners must send a digital copy of their video to WAND in order to receive their prize.

Helpful Tips

Videos should demonstrate how individuals “Put their Best Fork Forward” which is the theme of the 2017 National Nutrition Month®. Videos can incorporate graphics, original music, written words and/or original footage of people as long as all people represented in the video agree to the **consent form**. WAND has some sample videos on YouTube:

<http://www.youtube.com/user/eatrightwisc>

Playlists of Past Submissions:

- [2016 WAND NNM Contest Videos](#)
- [2015 WAND NNM Contest Videos](#)
- [2014 WAND NNM Contest Videos](#)

Other helpful resources:

[YouTube: How to upload](#)

[YouTube guideline on video formats](#)

[How to use iMovie \(Mac\)](#)

[How to use Windows Movie Maker \(Windows\)](#)

[How to use Youtube video editor \(online\)](#)

Verification of Potential Winners

ALL POTENTIAL CONTEST WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST. Potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. The potential winners will be notified by email, telephone, or mail after the date of the judging. The potential winners will be required to respond to WAND within 10 days of winner announcement to claim the prize. If a potential winner of any prize cannot be contacted or fails to respond to WAND within 10 days of the winner announcement, the potential winner(s) forfeits prize. In the event that a potential winner of a Contest prize is disqualified for any reason, the Sponsor may award the applicable prize to the Contestant(s) whose Submission earned the highest score of the remaining of the eligible entries.

Prizes

The two winning video submissions will each be awarded admission to either the **2017 or 2018 WAND Annual Conference** valued at **\$250 each**.

After being notified, Winners have 10 days to notify WAND whether they will use the prize for the **2017 or 2018 WAND Annual Conference**.

If a team of individuals is selected as a winner, the prize will be awarded to the lead representative of the team and it will be up to him or her to appropriately allocate the prize. Teams may elect to divide the value of the registration (\$250) amongst all members to apply to registration to either the 2017 or 2018 WAND Annual Conference.

Winners will then register online at eatrightwisc.org for the conference using a special access code.

The 2017 Annual Conference is being held April 6 and 7, 2017 at the Osthoff Resort in Elkhart Lake, Wisconsin. More information can be found online at:

<http://www.eatrightwisc.org/events/EventDetails.aspx?id=832653>

The prize only includes entry to the general conference and does not include entry to the pre-conference, dinner presentation, transportation, lodging, or any meals.

Information on the 2018 Annual Conference will be available in January 2017.

Entry Conditions and Release

By entering, each Contestant agrees to: (a) Comply with and be bound by these Official Rules and the decisions of the Sponsor and judges which are binding and final in all matters relating to this Contest; (b) Assume any and all risks and waive claims against WAND and its related entities, except in the case of willful misconduct, for any injury, death, damage, or loss of property, revenue, or profits, whether direct, indirect, or consequential, arising from the Contestant's participation in the Contest, whether the injury, death, damage, or loss arises through negligence or otherwise. In this paragraph, "related entity" means a contractor or subcontractor at any level, and a supplier, user, customer, cooperating party, grantee, investigator, or detailee. Provided, however, that Contestants are not required to waive claims arising out of the unauthorized use or disclosure by the Sponsor of the intellectual property, trade secrets, or confidential business information of the Contestant; (c) Be responsible for obtaining their own liability insurance to cover claims by any third party for death, bodily injury, or property damage, or loss resulting from an activity carried out in connection with participation in the Contest, and claims by WAND for damage or loss to WAND property resulting from such an activity; and (d) Indemnify WAND against third party claims for damages arising from or related to Contest activities.

Publicity

Except where prohibited, participation in the Contest constitutes the winning Contestants' consent to the use of its/their name(s), likeness, photograph, voice, opinions, and/or

hometown and state by the Sponsor and its agents for promotional purposes in any media, worldwide, without further payment or consideration.

General Conditions

Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, or any other factor impairs the integrity or proper functioning of the Contest.

Sponsor reserves the right in their sole discretion to disqualify any individual or Competitor it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor is not responsible for, nor are they required to count, incomplete, late, misdirected, damaged, unlawful or illicit votes, including those secured through payment, votes achieved through automated means or by registering more than one e-mail account and name, using another Contestant's e-mail account and name, as well as those lost for technical reasons or otherwise.

Limitations of Liability

The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by Contestants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Contestant's participation in the Contest or receipt or use or misuse of any prize. If for any reason a Contestant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Contestant's sole remedy is another entry in the Contest. No more than the stated number of prizes will be awarded.

Disputes

Contestant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, other than those concerning the administration of the Contest or the determination of winners, shall be resolved individually, without resort to any form of class action; (2) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved exclusively in an appropriate judicial or administrative forum of the United States; and (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred,

including costs associated with entering this Contest, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Contestant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the United States Federal Government, without giving effect to any choice of law or conflict of law rules that would cause the application of the laws of any jurisdiction other than the United States Federal Government.

Privacy

The Sponsor collects personal information from you when you enter the Contest. The information collected is subject to the Administrator's privacy policy.

Contest Results

For contest results, go to the WAND Facebook Page (www.facebook.com/eatrightwisc) or the WAND Website (www.eatrightwisc.org) on or about **March 1st, 2017**.

Questions? Email eatrightwisc.media@gmail.com