

DALLAS AREA ALLIANCE FOR WOMEN IN MEDIA FOUNDATION, INC. (AWM-DFW)
THE DALLAS MORNING NEWS (TDMN)
OFFICIAL ESSAY CONTEST RULES

1. PRELIMINARY INFORMATION: No Purchase Necessary. No entry fee, payment or proof of purchase is required to participate in the Contest. The time to enter the Dallas Area Alliance for Women in Media Foundation, Inc./The Dallas Morning News ("AWM-DFW") Essay Contest (the "Contest") begins October 1, 2014 and ends October 31, 2014 (the "Contest Period"). The winners will be announced on the AWM-DFW website, www.allwomeninmedia-dfw.org; and all AWM –DFW and TDMN social platforms. Limit one entry per household during the Contest Period. VOID WHERE PROHIBITED.

2. HOW TO ENTER: To enter, you must complete an entry form (the "Entry Form"). Submit your essay with entry form to: allianceforwomeninmediadfw@gmail.com. Please include 'AMW-DFW/TDMN Essay Contest' in the subject line. Entries can also be mailed to: AWM-DFW/TDMN Essay Contest, P.O. Box 801245, Dallas, TX 75380-1245. Entry Forms are available at www.allwomeninmedia-dfw.org. Entries must be received before 11:59 p.m. on October 31, 2014, to be eligible for the Contest. You may enter only once during the Contest Period. Multiple entries received from any person beyond this limit will void all such additional entries. Entries that are incomplete or illegible for any reason are void and will not be accepted.

3. ELIGIBILITY; PRIZES:

COLLEGE STUDENTS: Must be 18 years of age and actively enrolled in a community college, technical college or private/state university. Entrants must be a legal United States resident and submit a completed contest Entry Form with their essay. Winner will be required to prove college attendance prior to awarding of prize.

(3) ESSAY TOPICS TO CHOOSE FROM:

1). Discuss and defend your position as it relates to "Online Privacy and Behavior Targeting with Advertising."

2). Discuss your position as it relates to "Net –Neutrality."

3). According to the Daily Source.org (March 2014), "The study by the American Society of Newspaper Editors found these startling facts:

- Only 47 percent of journalists surveyed felt their publications were improving.*
- Only 39 percent felt their newspapers were usually very interesting to read.*
- A remarkably low 21 percent felt their newspapers were connecting very well with readers.*

How can journalists improve the quality of their publications and connect with their readers?

PRIZE: (1) Grand Prize Winner will be chosen from all entries received to receive a \$500.00 cash prize (1) 2015 Dallas Area Alliance for Women in Media Foundation, Inc. year membership and (1) admission to the AWM-DFW Student Media Tour in Spring 2015 (Date: TBD, Value \$35). In addition, essay will be published on www.allwomeninmedia-dfw.org and all AWM-DFW and TDMN social platforms.

(1) Second Prize Winner will be chosen from all entries received to receive a \$250.00 cash prize (1) 2015 Dallas Area Alliance for Women in Media Foundation, Inc. year membership and (1) admission to the AWM-DFW Student Media Tour in Spring 2015 (Date: TBD, Value \$35). In addition, essay will be published on www.allwomeninmedia-dfw.org and all AWM-DFW and TDMN social platforms.

(1) Third Prize Winner will be chosen from all entries received to receive a \$100.00 cash prize (1) 2015 Dallas Area Alliance for Women in Media Foundation, Inc. year membership and (1) admission to the AWM-DFW Student Media Tour in Spring 2015 (Date: TBD, Value \$35). In addition, essay will be published on www.allwomeninmedia-dfw.org and all AWM-DFW and TDMN social platforms.

Employees, board members and officers of the Dallas Area Alliance for Women in Media Foundation, Inc., The Dallas Morning News, Contest sponsors or any companies owned by or affiliated with Contest sponsors, and any other company involved with the design, production, execution or distribution of this Contest, or any family or household members of such employees, board members and officers are not eligible to enter or win the Contest. The Winners are solely responsible for all applicable taxes. Odds of winning will depend on the judges' evaluation of the criteria described in the Official Rules; however, the actual odds of winning the Prize depend on the total number and quality of eligible entries received prior to the end of the Contest Period.

4. SELECTION OF FINALISTS AND WINNER. A panel of qualified judges from Dallas Area Alliance for Women in Media Foundation, Inc., The Dallas Morning News and sponsor representatives will evaluate Entries and select a high school and college winner based on appropriate grade level. Winners will be notified by November 30, 2014. All judges' decisions are final and binding.

5. ENTRIES. Essays should be typed in 12-point font, double spaced with one inch margins, Times New Roman and have a minimum of 250 words, maximum of 500 words with APA citations. Plagiarism will be cause for immediate disqualification of Entry. Resources must be acknowledged using APA style. All Entries become the property of Dallas Area Alliance for Women in Media Foundation, Inc./The Dallas Morning News and will not be returned. By submitting your essay, you hereby grant and assign to Dallas Area Alliance for Women in Media Foundation, Inc./The Dallas Morning News and its affiliates, subsidiaries and licensees the irrevocable, perpetual and royalty-free right to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish and otherwise make use of the Entry in any and all media, whether now known or hereinafter created, throughout the world and for any purpose.

6. GENERAL: This Contest is subject to the laws of the State of Texas and the United States. No substitution of Prizes is offered, no transfer of a Prize to a third party is permitted and non-cash prizes may not be redeemed for cash value. Prize winners will be solely responsible for all applicable federal, state and local taxes on prizes; winners will receive an IRS Form 1099 for the retail value of the prize. All other expenses on the receipt and use of the prize not specifically mentioned herein are the sole responsibility of the winner. Winners will be responsible for travel/transportation and lodging (if necessary) to the AWM-DFW Student Media Tour. Any portion of a prize not accepted by a Winner will be forfeited and may be awarded to another contestant at the discretion of the Dallas Area Alliance for Women in Media Foundation, Inc./The Dallas Morning News.

7. CONDUCT: By entering the Contest, entrants agree that these Contest Rules and the decisions of Dallas Area Alliance for Women in Media Foundation, Inc., The Dallas Morning News and the Judges shall be final and binding in all respects. The Award Rules will be posted on the Dallas Area Alliance for Women in Media Foundation, Inc. website (www.allwomeninmedia-dfw.org) throughout the Contest Period. Dallas Area Alliance for Women in Media Foundation, Inc./The Dallas Morning News reserves the right to alter any rules of the Contest at any time. Failure to comply with these Award Rules may result in disqualification. Dallas Area Alliance for Women in Media Foundation, Inc./The Dallas Morning News reserves the right at its sole discretion to disqualify any individual found to be tampering with the entry process or the operation of the Contest or the Web site; or to be acting in any manner deemed by Dallas Area Alliance for Women in Media Foundation, Inc./The Dallas Morning News to be in violation of the Award Rules; plagiarizing any materials; or to be acting in any

manner deemed by Dallas Area Alliance for Women in Media Foundation, Inc./The Dallas Morning News to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person.

8. LIMITATIONS OF LIABILITY: Dallas Area Alliance for Women in Media Foundation, Inc. and The Dallas Morning News assumes no responsibility or liability for (a) any incorrect or inaccurate Entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of Entries at any point in the operation of this Contest; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Contest; (d) inaccessibility or unavailability of the Internet or the Dallas Area Alliance for Women in Media Foundation, Inc., The Dallas Morning News website or any combination thereof; or (e) any injury or damage to entrants or to any other person's computer which may be related to or resulting from any attempt to participate in the Contest or download of any materials in the Contest. If, for any reason, the Contest is not capable of running as planned for reasons that may include, without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, then the Dallas Area Alliance for Women in Media Foundation, Inc. and The Dallas Morning News reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest in whole or in part.

9. FINALISTS AND WINNERS NOTIFICATION: Winners will be notified by postal mail, email, or telephone based on the information provided on the contest entry form. The Winners and Finalists will be required to sign and return a Contest Winner Agreement, including a Liability Release clause and a publicity release within seven days of notification from Dallas Area Alliance for Women in Media Foundation, Inc., The Dallas Morning News or its agent. If any of the required documents are not returned within the required number of days, any mail (postal or e-mail) is returned as undeliverable without a forwarding address, a Winner cannot be contacted after two attempts, the prize may be forfeited and an alternate Winner may be selected at the sole discretion of Dallas Area Alliance for Women in Media Foundation, Inc. and The Dallas Morning News.

10. RELEASE: All entrants, as a condition of entry into the Contest, agree to release Dallas Area Alliance for Women in Media Foundation, Inc., The Dallas Morning News, participating Contest sponsors, their subsidiaries, divisions, affiliates, suppliers, printers, distributors, promotional or judging agencies, from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons or property which may be sustained in connection with submitting an Entry Submission, or otherwise participating in any aspect of the Contest, the receipt, ownership or use of any prize awarded, or while preparing for, participating in or traveling to or from any prize-related activity, or for any typographical or other error in these Award Rules or the announcement or offering of any prize. Except where prohibited by law, the Winners grant to Dallas Area Alliance for Women in Media Foundation, Inc. and The Dallas Morning News the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known (including without limitation use online at (www.allwomeninmedia-dfw.org) the Winners' and Finalists' names, addresses, voices, statements, pictures or other likenesses, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Dallas Area Alliance for Women in Media Foundation, Inc./The Dallas Morning News

11. DISPUTES. As a condition of participating in this Contest, the entrant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Contest, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Texas having jurisdiction. Further, in any such dispute, under no circumstances will entrant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental or consequential damages, including reasonable attorneys' fees, other than entrants' actual out-of-pocket expenses (i.e., costs associated with entering this Contest), and entrant further waives all rights to have damages multiplied or increased.

12. WINNERS AND FINALISTS LIST: For the names of the Winner, visit [www. allwomeninmedia-dfw.org](http://www.allwomeninmedia-dfw.org) on or after December 31, 2014.

13. SPONSORS: Contest sponsors include Dallas Area Alliance for Women in Media Foundation, Inc., The Dallas Morning News and others identified at www.allwomeninmedia-dfw.org

For questions, email: allianceforwomeninmediadfw@gmail.com