

# Walsworth Signature Scholarship Rules & Regulations

National Yearbook Week 2024

## Overview

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In celebration of National Yearbook Week, Walsworth is proud to introduce our Signature Scholarship, an initiative that recognizes and rewards the outstanding efforts of junior and senior yearbook students who uncover the untold stories within their communities. This scholarship reflects Walsworth's unparalleled commitment to fostering scholastic journalism and empowering young storytellers. We invite eligible students to submit a two- to three-minute video essay that explores the significance of storytelling and how they embrace the responsibility that comes with it.

## To Enter:

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Submit your original video essay via upload at [walsworthyearbooks.com/signature-scholarship](https://walsworthyearbooks.com/signature-scholarship). A maximum of one video entry will be allowed per applicant. Video entries exceeding 250MB may be submitted using one of the following methods:

### 1. Hashtag Submission via Instagram

- Post your video essay publicly to Instagram with the hashtag **#WalsworthSignatureScholarship24** in the caption. Ensure that the post is public and made by the submission deadline.

### 2. Email Submission via Shared Link

- Email a link to your video (hosted on a shared location such as Dropbox, Google Drive, etc.) to [marketingyearbooks@walsworth.com](mailto:marketingyearbooks@walsworth.com) by the submission deadline. Be sure to include the following information in your email:
  - i. Applicant name
  - ii. Applicant email
  - iii. Grade level
  - iv. School name, city, and state
  - v. Adviser name
  - vi. Adviser email
  - vii. Yearbook publisher
  - viii. Video essay title

Save all original files used in your entry, in the event you are selected as a winner. No purchase necessary to enter or win.

Entries must be received by 11:59 p.m. Central Time on Friday, Dec. 6, 2024. Mailed entries must be postmarked by Dec. 6, 2024, for consideration. Late entries will not be accepted.

## Eligibility

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The scholarship is open to all junior and senior (in grades 11 or 12) students enrolled in and attending a high school within the United States. Videos must be created and submitted by a student who is a current member of their yearbook staff to enter.

Employees of Walsworth and their immediate families (spouse/domestic partner and any dependents) are not eligible to apply.

Entries will not be judged unless the applicant's name, email, grade level, school name, school city, school state, adviser name, adviser email, yearbook publisher and video essay title are included with the entry. A maximum of one video entry will be allowed per applicant.

## Submission Process & Timeline

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Scholarship opens Monday, Oct. 7, 2024.

Deadline for submission: 11:59 p.m. Central Time, Friday, Dec. 6, 2024

Scholarship recipients will be notified by Friday, Jan. 31, 2025.

## Prompt

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**How do you uncover the untold stories in your community?** Share how you dig deeper to shine a spotlight on the stories in your school community that may otherwise be overlooked.

Consider the following points as suggestions for your video essay. You are not required to answer all four; instead, feel free to focus on one or explore multiple as time allows.

- **Define what "untold stories" mean to you and why they are important to a yearbook.** Explain your interpretation in the context of your school and community. Why are these stories significant, and how do they contribute to the yearbook's role as a historical document?
- **Describe how you embrace this role as a storyteller.** Illustrate your personal approach to finding and telling these stories. How do you actively seek out unique perspectives or moments that may go unnoticed by others?
- **Share a specific example of an untold story you uncovered.** What steps did you take to find this story, and why was it important to include in your yearbook? What impact did it have on your school community?
- **Apply this experience to your future.** Reflect on how your yearbook experience of uncovering hidden stories has shaped your skills or perspectives. How do you see this impacting your future career, education or life after high school?

### Additional Questions (Optional):

- What are your plans after graduation?
- What would winning this scholarship mean to you?

Applicants may use any format to answer the prompt questions in their video essay, including speaking directly to the camera, incorporating photos and videos, or creating a slideshow with voiceover narration. Entries will be judged on their ability to meet the judging criteria below.

## **Selection**

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All entries will be judged by a committee of judges for adherence to the judging criteria below. Decisions of the judges are final.

## **Judging Criteria**

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1. **Content** (35%)
  - How well does the video essay adhere to the scholarship prompt?
  - Does applicant follow all scholarship guidelines listed and provide all requested information?
2. **Presentation** (20%)
  - Does the applicant show originality and creativity in how they present their message?
  - Does the submission offer a unique perspective on the untold stories in the community?
3. **Storytelling** (20%)
  - Are clear examples or anecdotes provided?
  - Is the message impactful and meaningful?
4. **Engagement & Passion** (15%)
  - Does the submission show the student's passion for storytelling and yearbook journalism?
  - How engaging is the overall presentation?
5. **Technical Quality** (10%)
  - Is the video of good quality (audio, visuals, editing)?
  - Does it adhere to the required two- to three-minute length?

## **The Prize**

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A \$4500 check will be awarded to each of the two scholarship recipients. Both recipients will also receive a certificate and a letter from Don Walsworth. Honorable mentions will receive a certificate and letter as well.

The scholarship awards will be presented to the recipients in the form of a check, delivered by Walsworth.

Video entries may be used by Walsworth in various locations and formats, which may include but are not limited to printed posters and marketing materials, online, events and presentations. Walsworth makes no promises as to placement, extent or frequency of use of submitted video elements.

## **Mailed Entries**

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Mailed entries must be postmarked by Dec. 6, 2024, for consideration and mailed to:  
2024 Signature Scholarship  
7300 West 110<sup>th</sup> Street, Suite 600  
Overland Park, KS 66210

All mailed video entries must be submitted on a USB drive and must include a completed entry form. Enclose the signed Signature Scholarship Consent/Release Form with your submission. Entries will not be returned.

## **Video Requirements**

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All submitted videos must meet the following size requirements:

- File size: Up to 250MB
- File Format: .mp4 and .mov files

All video essays must be between 2 to 3 minutes in length. Each video essay must include a cover slide that includes applicant's full name, grade level, school name, school city, school state and video essay title. All entries must adhere to Woobox file upload and format guidelines.

Only individual submissions are eligible; group submissions will not be accepted.

The video essay must not contain brand names or trademarks unless the applicant can demonstrate that he or she has legally obtained the right to display the brand name or trademark.

The video essay must not contain material that violates or infringes upon another's rights, including but not limited to privacy, publicity, copyright or other intellectual property rights.

The video essay must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous, as determined by Walsworth.

The video essay must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, political affiliation, disability, sexual orientation or age.

The video essay must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where the video is created.

The video essay must not contain AI-generated material in any form, including but not limited to script, content, images or video. Submissions containing AI-generated material will be disqualified and will not be judged.

## **Entry Rules**

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1. All entries must be suitable for family viewing.
2. Applicants must know the names and addresses of all identifiable people shown in their entries. Applicant must obtain all releases and consents necessary of any persons featured in the entry for Walsworth to use the material for any purpose contemplated by these rules. Failure to obtain consent will result in forfeiture of any awarded prizes.
3. Applicant confirms and promises that the entry is 100% original and does not infringe the intellectual property rights of any third party. By participating, applicant agrees Walsworth has royalty-free, irrevocable, perpetual, non-exclusive rights to use, reproduce, modify, publish, create derivative works from and display the entry, in whole or in part, and otherwise use the entry in all media. If necessary, applicant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights applicant is granting to use the entry. Receipt of entries will not be acknowledged and submitted entries will not be returned. Walsworth assumes no responsibility for submitted entries.
4. Entry must be submitted in English, be applicant's original creation, be true and verifiable, created solely by applicant, with no restrictions or limitations on applicant's right to submit, or Sponsor's right to use, the entry.
5. Scholarship is open to 11<sup>th</sup> and 12<sup>th</sup> grade students at all high schools across the United States, regardless of their current yearbook publisher.
6. Scholarship is void where prohibited or restricted by law, where a license is required or where subject to tax (other than tax on prizes awarded). All federal, provincial, state and local taxes are the sole responsibility of the scholarship recipients, and all scholarship recipients will receive a 1099 Form for tax reporting with the IRS. All fees and personal expenses incidental to redemption of prizes (as deemed necessary) will be the sole responsibility of the scholarship recipients.
7. Prizes must be claimed within 30 days of notification. If not claimed by this date, the prizes will be forfeited. All claims thereto following this date will be null and void.
8. No substitution or transfer of prizes except at the sole discretion of Walsworth. All restrictions apply.
9. Walsworth reserves the right to cancel or suspend the Scholarship should any cause beyond the control of Walsworth affect the administration, security, fairness, integrity or proper operation of the Scholarship, or for any other reason it deems appropriate, at its sole and absolute discretion.

## **General Conditions**

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This Scholarship is in no way sponsored, endorsed, administered by or associated with Facebook and/or Instagram. Facebook and/or Instagram is completely released of all liability by each entrant in this Sweepstakes.

Walsworth reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the promotion or website, these official rules, or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse,

threaten or harass any other person. CAUTION: ANY ATTEMPT BY AN APPLICANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SCHOLARSHIP IS A VIOLATION OF THE SCHOLARSHIP RULES AND OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

For a list of scholarship recipients (available after Jan. 31, 2025), send an email to [marketingyearbooks@walsworth.com](mailto:marketingyearbooks@walsworth.com).

Each applicant agrees that: (1) any and all disputes, claims and causes of action arising out of or in connection with this contest, or any prizes awarded, shall be resolved individually, without resorting to any form of class action, and any judicial proceedings shall take place in a federal or state court within the State of Missouri.; 2) 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; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Walsworth in connection with the contest, shall be governed by, and construed in accordance with the laws of the State of Missouri, without giving effect to any choice of law or conflict of law, rules or provisions (whether of the State of Missouri, or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Missouri. IN NO EVENT SHALL WALSWORTH OR ITS RELATED ENTITIES BE LIABLE TO ANY ENTRANT OR WINNER FOR DAMAGES THAT EXCEED THE VALUE OF THE PRIZE TO BE AWARDED TO ANY INDIVIDUAL ENTRANT IN THIS CONTEST.

## **Sponsor**

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Walsworth Yearbooks, 7300 W 110<sup>th</sup> St, Suite 600, Overland Park, KS 66210

## **Questions**

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All questions regarding Signature Scholarship details should be directed to Ciara Pemberton at [ciara.pemberton@walsworth.com](mailto:ciara.pemberton@walsworth.com).