



## 2012 Scholarship Video and Essay Contest Rules

### Contest Period

- ★ Essays and video uploads with applications and will be accepted until April 15, 2012 at 5 p.m.
- ★ The four winners will be notified via phone or email.
- ★ The four winners will be announced in the Kiwash newsletter, Kiwash's Facebook page, Kiwash's website and via Twitter

### Eligibility

- ★ The Scholarship Contest is open to all Kiwash Electric Cooperative members' children who will be a high school graduate from a school within KEC's service area.

### Video Submission Requirements

- ★ The video should be a commercial about "My Electric Cooperative."
- ★ The video must be at least one minute in length and may not exceed three minutes in length.
- ★ Participants must submit properly completed applications and release forms.
- ★ The video cannot contain copyrighted music without written permission from the copyright holder.
- ★ Video shall not have been submitted previously in a promotion of any kind or exhibited publicly through any means.
- ★ Only one video submission per applicant.
- ★ Any submission that includes content that is deemed inappropriate, indecent or obscene will not be eligible.

### Video Consent Forms

Each video applicant is required to provide consent form . The consent form must be submitted with the application. Videos submitted without the consent form will not be entered in the contest.

### Video Submission Instructions

1. Complete the application and appropriate consent forms.
2. Email scanned copies of the completed forms to [lwillard@kiwash.coop](mailto:lwillard@kiwash.coop) or fax to 580.832.5174.
3. Create a personal YouTube account at [www.youtube.com](http://www.youtube.com) and upload your video to the account. Make the video public and disable comments to protect the video from unauthorized commentary during the contest.
4. E-mail the link to your YouTube video to [lwillard@kiwash.coop](mailto:lwillard@kiwash.coop).
5. A recent photograph will need to accompany the application and consent forms.

**Video entries will not be accepted without a properly completed application and consent form.**

## **Judging Criteria**

The videos will be judged on:

- ★ Creativity
- ★ Educational Value
- ★ Youth Appeal
- ★ Technical Quality

## **Essay Submission Requirements**

1. Type a 500 word, double-spaced essay on the chosen subject – "My Electric Cooperative."
2. A recent photograph will need to accompany the application form and your essay.
3. Prepare a cover sheet including your name, address, phone number and email address and name of your high school.
4. Deliver or mail the completed essay to Kiwash Electric Cooperative, Attn: Lisa Willard P.O. Box 100, Cordell, OK 73632 by April 15, 2012. Essays can also be emailed to [lwillard@kiwash.coop](mailto:lwillard@kiwash.coop)

## **Essay Judging Criteria**

- ★ Originality
- ★ Creativity
- ★ Composition
- ★ Neatness
- ★ Grammar

The applicant must attend a two or four year university or a two year technical school to be eligible for this scholarship. Any student receiving scholarship funds must maintain proper minimum hour requirements according to the specific university or technical school he/she is attending in order to maintain a full time student status. The student must maintain a grade point average of 2.5 (on a scale of 4.0) each semester to remain eligible for additional scholarship funds. Any tuition refund must be returned to the cooperative.

Relatives of KEC's trustees or employees are not eligible to participate. Relative is defined as child or grandchild by blood or in-law. For more information, contact your school counselor or Lisa Willard at Kiwash Electric at 1-888-832-3362.

