



## Take Action Checklist and Rules

There is a lot of hard work that goes into writing scripts, shooting scenes, and editing footage. Before submitting your video, review the following checklist to make sure you aren't missing anything!

### ✓ Choose an Advisor

A teacher or parent must advise and be responsible for the supervision of the student(s) but must not create the video for the students. All communication will be sent to the teacher/parent advisor by U.S. mail and/or email.

### ✓ Create a Video

After reviewing **Telemarketing-related Video Topics and Descriptions** on page 4, students should choose to work individually or with one other team member to create a video on one of the following telemarketing-related topics:

1. National Do-Not-Call Registry
2. Dealing with illegal robocalls
3. Using technology to stop unwanted calls

Once a video topic is selected, students should review **Telemarketing-related Video Topics and Descriptions** starting on page 4 and **Resources** on page 6 to learn more about their particular topic. Students must adhere to the following rules; any violation of the rules will result in the video being disqualified:

- Videos must be 58-62 seconds in length.
- Videos must encourage viewers to contact the Ohio Attorney General's Office by calling 800-282-0515 and/or by visiting [www.OhioProtects.org](http://www.OhioProtects.org).
- Videos must include at least one consumer tip related to unwanted calls (more than one tip is *strongly* encouraged).

- If statistics are included, they must include references. For example, “More than 22,000 consumer complaints were filed in 2017, according to the Ohio Attorney General’s Office.”
- Any music used must be licensed under the Creative Commons License or be an original musical work created by the student. If neither licensed under the Creative Commons License nor an original musical work, the student must submit a grant of permission from the Copyright owner to use the music.
- Students are permitted to use video editing programs, however are prohibited from using templates on any electronic devices or other media that allow videos or photos to be dropped into an already made composition.
- Students are permitted to have minimal or inadvertent use of logos of actual companies in their videos. However, videos must only contain a neutral use or connotation of the logo or reference to any company. For example, a video in which a student is wearing a certain brand of tennis shoes with the trademarked logo showing will not automatically be disqualified. However, if the video then references and speaks positively or negatively of the tennis shoe brand, it will be disqualified.

Videos will be judged based on the following:

- Does the video comply with all of the rules? If not, the video will be disqualified.
- Is the video informative, appropriate, creative, and original?
- Does the video adequately and accurately describe the chosen topic?
- Does the video appear to be well researched?
- Does the video give helpful tips related to the chosen topic?

✓ **Upload an “Unlisted” Video to YouTube**

- Visit [www.YouTube.com](http://www.YouTube.com) to sign in and upload your video.
- During the video uploading process, select “Unlisted” under “Privacy Settings.”  
*Videos submitted without the proper privacy settings will be disqualified.*
- Copy and paste a link to the “unlisted” video in your email entry. Double check to make sure the link is correct!

✓ **Create an Email Entry**

Students must submit links to their videos by email to [ConsumerOutreach@OhioAttorneyGeneral.gov](mailto:ConsumerOutreach@OhioAttorneyGeneral.gov) before 11:59 PM EST on Friday, December 7, 2018. To be eligible, the body of the email must include **all** of the following:

- Contestant name(s)
- Topic of video

- Title of video
- YouTube link to “unlisted” video
- If your video includes music, submit either (1) a link to the website from which you downloaded the music or (2) a grant of permission from the Copyright owner to use the music
- School name
- School address (including city, state, and zip code)
- Advisor name(s)
- Advisor’s email address
- Advisor’s telephone number
- If you have selected a parent advisor, please list the parent’s home address (including city, state, and zip code)

### **Announcing the 2018 Take Action Winners**

In January 2019, the Top 10 finalists will be notified and must submit the following materials within fourteen (14) days of being notified:

- Video mailed in DVD format on a DVD.
- Application Form – The contestant(s) and advisor(s) of the video must sign the Application Form.
- Photo/Video Release Form– Each individual who appears in the video must sign the Photo/Video Release Form. If an individual is under 18 years of age, a parent/legal guardian must sign the form. (Note that this applies for each individual who appears in the video, regardless of whether that individual is a team member or not. Keep in mind, if 20 people appear in the video, you are responsible for returning 20 Release Forms).
- Trademark/Copyright Form – The contestant(s) and advisor(s) of the video must sign the Trademark/Copyright Form.

*Please note:* Only the Top 10 finalists are required to submit these forms, which will be provided when finalists are notified. Contact [ConsumerOutreach@OhioAttorneyGeneral.gov](mailto:ConsumerOutreach@OhioAttorneyGeneral.gov) to view these forms prior to submission at any point in time.

The top three winning individuals or teams will receive the following prizes:

- First place: \$2,500 scholarship
- Second place: \$1,500 scholarship
- Third place: \$1,000 scholarship

If a team wins, scholarship prizes will be divided equally between the two individuals. All prizes are subject to change at the sole discretion of the Ohio Attorney General's Office with or without notice. Winners will be announced in March 2019. The winning teams will be notified through mail and/or e-mail.

## Telemarketing-related Video Topics and Descriptions

### 1. National Do-Not-Call Registry

- The National Do-Not-Call Registry is a database of phone number for people who do not want to be contacted by telemarketers.
- Your registration to the National Do Not Call Registry does not expire. It is permanent unless you remove your phone number from the list.
- Most telemarketers must stop calling you once your number has been on the registry for 31 days. Even if you are registered, charities, political organizations, and telephone surveyors may continue to contact you. Companies with which you do business also may continue to call unless you tell them to put you on their internal do not call list.
- \* SPECIAL RULE \* If you pick this topic for your video, you must state that consumers can register their phone numbers (landline and/or cell phone) with the National Do Not Call Registry by calling the Federal Trade Commission at (888) 382-1222 or visiting [www.donotcall.gov](http://www.donotcall.gov). (Don't forget, another one of the contest rules is that you must also encourage viewers to contact the Ohio Attorney General's Office by calling 800-282-0515 and/or by visiting [www.OhioProtects.org](http://www.OhioProtects.org).)
- Tip: At the end of your video, encourage those who are on the National Do-Not-Call Registry and still receive unwelcome telemarketing calls to report those instances to the Ohio Attorney General's Office at 800-282-0515 or by visiting [www.OhioProtects.org](http://www.OhioProtects.org).

### 2. Dealing with illegal "robo" calls

- Generally, a robocall occurs when you hear an automated message instead of a live person when you answer your telephone. While there are some exceptions – such as calls from charities and political organizations – if you receive a call that is an automated message and you haven't given your written permission, that call may be illegal or part of a scam. Also, purely informational calls – like reminding you of your doctor's appointment or that there is a flight or school delay – are still permitted.
- Finding out where an illegal robocall is coming from can be difficult. Many robocalls are made using internet technology that hides the caller's actual location. Scammers may use "spoofing" technology to trick your caller ID so that what appears to be a local call may be coming from across the country or around the world. For instance, calls from another country may appear to be coming from your own area code and even your own three-digit exchange. This is called

- “neighbor spoofing.” Scammers use neighbor spoofing to increase the chances that you will answer the phone call.
- Each day, the Federal Trade Commission releases the robocall phone numbers consumers report to help companies that are attempting to block the illegal calls, so consumers should consider reporting those calls to the Federal Trade Commission by phone or online.
  - Often, the best way to handle unwanted robocalls is to ignore them. Although it may be tempting to answer the calls or to press a key (supposedly to speak to a live operator or to be removed from the calling list), responding usually won’t reduce the number of calls you receive. Instead, you may find yourself receiving even more calls once the caller knows they’ve reached a “live” phone number. If a call is important, the caller likely will leave a message.
  - Tip: At the end of your video, encourage consumers who receive illegal robocalls to hang up and report those calls to the Ohio Attorney General’s Office at 800-282-0515 or by visiting [www.OhioProtects.org](http://www.OhioProtects.org).

### 3. Using technology to stop unwanted calls

- Technology can make the fight against unwanted calls a little easier. Certain products and services – including mobile phone apps – can help stop the calls from reaching you.
- Many robocall-blocking apps involve blocking numbers that you or others have designated as robocall phone numbers. They also may allow you to create lists of calls that you approve and know are legitimate or to block other calls. Many of these apps are free or available at a low cost, but make sure to check out the app before downloading it. As the Federal Trade Commission explains, “some apps may upload your contact information, along with information about what numbers you call or call you. The app’s privacy policy should explain how it gets and uses your information.”
- CTIA, the wireless providers’ and manufacturers’ trade association, provides a [list](#) of some of the available mobile apps designed to stop robocalls.
- Students may use real examples of call blocking apps or other products and services, but should note that other solutions may be available as to avoid endorsing only that product or service.
- In addition to stand-alone apps, some cell phones have built-in call-blocking features, and some service providers also have their own blocking features. These features may allow you to block certain telephone numbers, identify nuisance calls you want blocked in the future, and even set “do-not-disturb” hours to block all calls at a certain time of day.
- Call-blocking equipment also may be available to install on a traditional landline telephone. Some devices use a “blacklist” you develop or an ongoing list of

known robocall phone numbers to be blocked. (Such call-blocking equipment may be limited to certain service providers or home telephones.)

- Tip: At the end of your video, encourage viewers to report unwanted calls to the Ohio Attorney General's Office at 800-282-0515 or by visiting [www.OhioProtects.org](http://www.OhioProtects.org).

## Examples of Resources

Students are encouraged to use any of the resources listed below to learn more about consumer topics. Students also are encouraged to do additional research.

- The Ohio Attorney General Office's Consumer Protection Section protects consumers from unfair and deceptive business practices: [www.OhioAttorneyGeneral.gov](http://www.OhioAttorneyGeneral.gov) and [www.OhioProtects.org](http://www.OhioProtects.org).
- The Federal Trade Commission (FTC) is the nation's consumer protection agency. Students may wish to consult its tips and information at [www.consumer.ftc.gov](http://www.consumer.ftc.gov).
- The FTC manages the National Do-Not-Call Registry at [www.donotcall.gov](http://www.donotcall.gov).

Sample videos:

- [www.OhioAttorneyGeneral.gov/Videos](http://www.OhioAttorneyGeneral.gov/Videos)
- [www.consumer.ftc.gov/media](http://www.consumer.ftc.gov/media)

*Please note: The above resource examples are strictly informational and do not imply endorsement by the Ohio Attorney General's Office; these websites are provided for educational purposes only.*

## FAQs

- 1. Who can participate in the 2018 Take Action Video Contest?** All Ohio high school students in grades 9–12, who have not previously won the Take Action Video contest and who are not immediate family members of employees of the Ohio Attorney General's Office or the Ohio Council on Economic Education, may participate.
- 2. How many teams can enter from a school?** There are no limits to how many teams may enter per school. Each student may only compete on one team.
- 3. How many members can be on a team?** There is a maximum of two students per team. If a team of two wins, the scholarship prize will be divided equally between the two individuals.
- 4. Do we need a parent or teacher advisor?** Each individual/team must choose either a parent or teacher as their advisor. The advisors can give direction, but may not contribute to the development or creation of the video. Be sure to include your advisor's name and contact information in your email entry.
- 5. How can we use the resources listed?** The purpose of this competition is to help students enhance their knowledge of consumer rights. Students are encouraged to

seek out and utilize any of the resources listed on the resource page. Students are not limited to these resources and are encouraged to do additional research.

- 6. Do we have to use the topics listed?** Yes, students are required to choose one of the topics listed under “Telemarketing-related Video Topics and Descriptions.” Any off-topic videos will be disqualified.
- 7. How are the winning teams chosen?** Ten finalists will be selected by a group of panelists. The top three finalists will be selected by a larger committee using similar guidelines.
- 8. What can we win?** The first place individual or team will receive a \$2,500 scholarship; second place will receive a \$1,500 scholarship; and the third place will receive a \$1,000 scholarship. If applicable, scholarships will be divided equally between both team members, and awards will be distributed by the Ohio Counsel on Economic Education. The winning videos may be aired on the Attorney General’s website and/or throughout Ohio. A special event may be held to recognize the winners during National Consumer Protection Week during the first full week of March 2019.
- 9. How do I submit my video?** You must submit your video via YouTube link by 11:59pm on Friday, December 7, 2018, to [ConsumerOutreach@OhioAttorneyGeneral.gov](mailto:ConsumerOutreach@OhioAttorneyGeneral.gov). Review pages 1-3 for more information.
- 10. What forms do we need to submit with the video?** Entries need only include the information listed under “Create an Email Entry.” Should you be selected as a Top 10 finalist, you will be required to complete the application form, photo/video permission form, and copyright and trademark agreement; those forms will be provided when you are notified of being a finalist.
- 11. Whom do I contact with questions?** Information about the Take Action Contest is available at [www.OhioAttorneyGeneral.gov/TakeActionContest](http://www.OhioAttorneyGeneral.gov/TakeActionContest) or call 800-282-0515 or [ConsumerOutreach@OhioAttorneyGeneral.gov](mailto:ConsumerOutreach@OhioAttorneyGeneral.gov).

## Disclosures

All entries become the property of the Ohio Attorney General’s Office and may be used in whole or in part at its discretion. DVDs submitted by Top 10 finalists will not be returned.

By entering the contest, all entrants agree to permit the use of their picture, name, and other personal information for publicity by the Ohio Attorney General’s Office and its designees.

All entrants agree that the Ohio Attorney General’s Office is the exclusive owner of the submitted material, including but not limited to the submitted video. In the event the Attorney General’s Office shall not be deemed the owner, the entrants and their legal guardians convey a universal, irrevocable, and exclusive license to reproduce, prepare derivative works of, distribute, display, exhibit, transmit, and/or broadcast the videos without payment or further consent.

Winners additionally grant to the Ohio Attorney General’s Office all rights, title, and interest, including, without limitation, all copyrights and exploitation rights in any media of their video without payment or further consent.

By submitting the video, all entrants and their legal guardians hereby agree that they may be required to enter into additional agreements with the Ohio Attorney General's Office and its designees.

By submitting the video, the entrant and the entrant's team represent and warrant that: 1) all submitted material, including but not limited to the video and everything depicted in the video, is wholly original and does not infringe upon or otherwise violate any right of any person, firm, or entity; 2) he/she has all rights, licenses, permissions, and consents necessary to submit the video in the contest in accordance with these terms and conditions; and 3) no person/entity other than the entrant and his or her team has any right, title, interest, or arrangement to the video, including but not limited to, music publishing agreement, recording agreement, production agreement, or any similar agreement.

By entering the contest, the entrant agrees that the Ohio Attorney General's Office may post his/her video, or any part thereof, on its website or other websites and submit it for television and/or other broadcast.

The entrant agrees that the Ohio Attorney General's Office has the right to modify, edit, and/or adapt the video as necessary as well as to reproduce it, and/or distribute it in whole or in part, without compensation or further notice to the entrant.

The opinions expressed in the video submissions are solely the opinions of the entrants and not those of the Ohio Attorney General's Office. The Ohio Attorney General's Office is not responsible for any videos submitted that are deemed harmful or offensive to others; such videos will be disqualified.

The contest is subject to all federal, state, and local laws.

Void where prohibited by law.

### **Eligibility**

The video contest is open to all high school students, grades 9-12, in Ohio.

Individual students or teams of no more than two students may submit a video. All official team members participating in the video contest must be listed as contestants' names though additional students may appear in the video.

Only one video may be submitted per individual or team.

Video must be original student work.

Individuals who have previously won the Take Action Video Contest may not participate.

Employees and immediate children or dependents of employees of the Ohio Attorney General's Office or Ohio Council on Economic Education may not participate in the 2018 Take Action Video Contest.