

Cool



CATHOLIC

Lights. Camera. Faith in action!



Filmmakers

Put your Catholic Faith into action by entering EWTN's upcoming **Cool2BCatholic** Commercial Contest.

01 Go Online to Receive Your Free EWTN Filmmaker Kit:

Start off your project visiting www.Cool2BCatholic.com to receive your free film kit, which includes guidelines, release forms, and resources to help you begin filming!

02 We're looking for original 30- and 60-second spots that focus on Catholic Themes: Family, Eucharistic Adoration, the Church, Devotion, Challenges of being a young Catholic in today's world, and more!

03 Include a Catchphrase or Tagline:

From Nike's "Just Do It" to McDonald's "I'm Lovin' It," all great commercials end with a memorable slogan! Construct a creative tagline no more than six words to give your work that special finishing touch.

04 Register and Submit Your Work:

Once your masterpiece's final edits are complete, return to www.Cool2BCatholic.com to register and submit your final project. You'll receive an email/notification confirming that your submission has been accepted. Registration and Submission will be available from **February 1, 2023** through **June 3, 2023**.



www.Cool2BCatholic.com

NEED AN IDEA? Check out some of these example topics.



Adoration: The Eucharist is central to Catholicism — show the world why Catholics know the Eucharist to be the real presence of Jesus Christ and worthy of Adoration.



Pro-Life: The Church's stance on the value of life from womb to tomb needs to be heard. Counter the secular world's view on abortion or euthanasia with your faith and creativity.



The Church: A church's interior will make for beautiful settings, but its true beauty shines out the mission, message, and role of her people.



Family: With the recent challenges to the definition of marriage and family, let your spot speak for what *family* truly means.



Devotions: Between school, work, family, and various social obligations—we're constantly on the go. Show the strength that comes from taking time to find God in a quiet moment.



Challenges: It's not always easy being Catholic. Draw from your personal experience and discuss some of the challenges you've faced living out your faith.

Whether it's heartfelt or lighthearted, the tone of your commercial is completely up to you, but remember to keep it tasteful and mindful of EWTN's audience. Modesty is the best policy for your wardrobe choices here, so **avoid having your actors in:** *low-cut tops, short shorts, short skirts, short dresses, tank tops, crop tops, apparel and props with company logos or images.*

3 Grand Prize Winners

ONE person* from each of the winning entry groups below will be selected for an all-expense-paid roundtrip to appear on an EWTN **Cool2BCatholic** Special in Birmingham, Alabama.

During the month of July, ONE person from each of the winning entry groups below will be selected for an all-expense-paid roundtrip to appear on an EWTN **Cool2BCatholic** Special in Birmingham, Alabama. Food and lodging will be provided while the winners await the debut of their commercial to over 400 million TV homes around the world.



Artistic talent is a gift from God and whoever discovers it in himself has a certain obligation: to know that he cannot waste this talent, but must develop it.

- St. Pope John Paul II

Qualifications

HIGH SCHOOL: Must be currently enrolled in grades 9-12 and be 14-19 years of age.

COLLEGE: Must be currently enrolled in any undergraduate or master's level program in college, and be 18-25 years of age.

FILM SCHOOL: Must be currently enrolled in an accredited film school and be 18-25 years of age.

**Subject to change. Check the website for the OFFICIAL RULES, TERMS AND CONDITIONS. *Minors will be accompanied by their parent or legal guardian.

Submission Guidelines

- All submitted work must be original.
- The entrant is responsible for all talent, footage, art and photo releases (even if it's original artwork). Submissions without accompanying release or license forms will not be accepted.
- Work must be submitted any time from **February 1 to June 3, 2023**. Submissions must adhere to the following specs:

- Video:**
- MP4/H.264 (HIGH PROFILE)
 - 1920 X 1080
 - 16 X 9
 - PROGRESSIVE SCAN
 - FRAME RATE: 29.97
 - BITRATE MAX: 8MBPS
- Audio:**
- AAC-LC
 - STEREO OR STEREO + 5.1
 - 128KB

Final Checklist

<input type="checkbox"/>	Is the music I used "royalty free?"
<input type="checkbox"/>	Does my film's video/audio dimensions meet EWTN's standards?
<input type="checkbox"/>	Have any/all actors used in my work signed the proper release forms?
<input type="checkbox"/>	Have I created a unique tagline to go along with my film? Is my tagline six words or less?
<input type="checkbox"/>	Are the featured actors dressed modestly?
<input type="checkbox"/>	Did I avoid using apparel and props featuring a trademarked company logo or image?

ETERNAL WORD TELEVISION NETWORK, INC. (“EWTN”) Cool2BCatholic Rules

THESE RULES ARE PROVIDED AS A COURTESY AND SUBJECT TO REVISION. CONSULT CONTEST WEBSITE FOR LATEST INFORMATION!

MANY WILL ENTER, FEW WILL WIN. NO PURCHASE NECESSARY TO ENTER OR WIN. The EWTN Cool2BCatholic Contest is produced by EWTN (the “Contest” or “Promotion”). The Contest begins on or about February 1, 2023 and ends on or about June 3, 2023. Winners will be announced on or about July, 2023. This Contest consists of judging the videos by EWTN producers. To enter, you must create a video, get the permission to enter from your parents (if you are not yet an adult in your state), have them sign the release forms, have anyone else who appears in your video sign a release form (or, if they are not an adult in their state, their parents sign, too). To enter the Contest, you may submit your video online at www.Cool2BCatholic.com. All entries must include your video that meets the specifications below and all required forms completed and be submitted to the website by June 3, 2023 midnight ET to be eligible. The 3 winners will be notified by EWTN. PLEASE NOTE: These Contest rules are subject to modification by EWTN at their discretion. This Contest is void where prohibited. Sponsored by ETERNAL WORD TELEVISION NETWORK, INC. (EWTN), 5817 Old Leeds Rd, Irondale, AL 35210.

Eligibility & Entry Guidelines

- Group 1 must be at least 14 (fourteen) years of age by January 1, 2023
- Children of employees of EWTN, EWTN stations or their affiliates, representatives, subsidiaries or parent companies, and judges are not eligible.
- To be eligible, an entrant must be a legal resident of the fifty (50) United States and D.C. (excluding Puerto Rico, USVI and American Samoa). EWTN reserves the right to disqualify ineligible entries; such entries will not be returned.
- EWTN has the right to verify the age of any contestant, and all winners will have their age verified as a condition of being granted an award.
- All Submitted Materials become Property of EWTN.
- EWTN has no duty to return or safeguard entries, and any entry not used by EWTN and non-eligible entries will be destroyed.
- Only one entry per person will be accepted in this Contest; all subsequent entries will be disqualified.
- You can work with your friends to make a video, but only one winner will be brought to EWTN. The author submitting the video is the producer and will be the winner named.
- Films can be fact or fiction.
- Any failure to adhere to these Contest Rules may result in disqualification from the Contest.
- No purchase is necessary. Many will enter, few will win.

Video Submission Requirements

- Video must be at least 30 seconds, but not longer than 60 seconds.
- Content of the video must not teach against the faith or promote immoral concepts. Just like all other EWTN programming, the EWTN Theology department will be the final judge of submitted video content for moral and faith fitness.
- Because the submission must be free to air, and become property of EWTN, you must clear the rights of any materials you use in your video submission:

Stock agency materials (video, music, photos) must be royalty-free, attribution free*, and no share alike licensing.

Clips must be free to use for promotion, so Editorial use only restrictions are not allowed.

Music must be free from Performance Rights Organization (PRO) royalties and requirements.

A location release is required for any non-public ground or any non-public place, except for your own home, that gives you permission to record video and take photos on that property.

*- Generally, attribution requirements are not reasonably met in video clips because you must use screen space during the clip. Materials that require an attribution and the attribution is part of your video itself (not in credit roll or extra material) can be acceptable, so long as the attribution requirement is actually met.

At the time of announcing the Cool2BCatholic contest, we are aware that *soundotcom.com* provides music that meets these requirements.

You must document each material used in your video submission and show the licensing of each item. If the video license was acquired by a membership or paid, you must show that you were a member or paid for the video license as well.

- NO ENTRIES MAY be submitted by mail and will be disqualified.

Official Entry Form

- Each entry must complete and submit the online official EWTN Cool2BCatholic Contest Entry Form, with the required signature of a parent/guardian, consenting to allowing their child/ward to enter the Contest, confirming that the Video and art are original, and granting certain rights to the entry materials.
- The entry form must be complete and legible to be eligible.

Judging, Awards & Notification

All entries submitted will be judged by a panel of judges from EWTN. The entries with the highest vote counts will be deemed the winners. Judging for the national judging round of the Contest will occur on or about July 2023. The judging criteria and percentages used by any judging in connection with the judging round of the Contest shall be scored and graded using a rubric based on the following criteria as follows:

- Originality, content, creativity and relevance to EWTN's Mission.

All decisions of the judges are final and binding and not subject to appeal or review.

Prizes Winners will receive: Three winning Submissions will be selected and the Author will be brought on an all expenses paid trip to be a guest on a Cool2BCatholic special to present their winning video. The Program on which the Winner will be featured will occur in or around August 2023. All minors must be accompanied by one parent / legal guardian paid for by EWTN. EWTN reserves the right to substitute any prize for a prize of equal or greater value, at the sole discretion of EWTN. Potential winners will be notified by EWTN on or about July, 2023 for winner verification. Prizes are not redeemable for cash, non-transferable, and non-substitutable, except at the sole discretion of EWTN.

No Return of Entries

The Contest administrators will only accept electronic submissions and disqualified or ineligible entries will be deleted. EWTN is not responsible for late, lost, stolen, misdirected, damaged, mutilated, incomplete, returned, or illegible entries, or postage-due mail.

Rights Associated with Contest

Submission of the Entry Form constitutes permission from the participant's parent/legal guardian for EWTN to use the participants' name, likeness, biographical information, information and materials contained in the Entry Form, photographs, and any statements or remarks made about the Contest in advertising and promotion without further compensation or permission, except where prohibited by law. All entries, and any copyrights therein, become the sole property of EWTN. By entering, entrants' parent/legal guardian agree to abide by the above stated rules, and warrant that their child's/ward's entry is their original work and does not infringe upon or violate rights of any third party, and grant to EWTN the right to exhibit, edit, publish, promote, and otherwise use their entry materials without permission, notice or compensation, worldwide in any media forever. No royalties will be paid at this or any time. By submitting an entry and Entry Form, each participant's parent/legal guardian, on behalf of the participant, agrees to assign all right, title, and interest in and to the entry and Entry Form to EWTN and warrants that the participant's parent/legal guardian has the authority to assign such right, title, and interest. In the event that any applicable law requires certain formalities to be fulfilled to effectuate such grant of rights, each participant (and parent or guardian) agrees to cooperate with EWTN to achieve fulfillment of such formalities. By submitting an Entry Form, each participant's parent/legal guardian, on behalf of participant, agrees to be bound by these Contest Rules. Each participant's parent/legal guardian, on behalf of the participant, agrees to release and hold EWTN, and its employees, officers, directors, shareholders, agents, representatives, subsidiaries, parent companies, or other affiliated companies harmless from any and all damages, losses, claims and liabilities arising out of participation in the Contest or resulting from acceptance or claiming of any prize hereunder. EWTN reserves the right, in its sole discretion, to terminate, suspend or otherwise cancel the Contest at any time. Income and all other taxes are the responsibility of the prize recipient. EWTN is not responsible for any expenses incurred in connection with participation in the Contest. For an entry to be eligible, you agree as a condition that these Contest Rules and any dispute arising out of participation in the Contest will be settled under Alabama law without regard to conflict of law questions in a court, tribunal, or mediation located in Jefferson County, Alabama.

Privacy: Unless otherwise specified, any and all information connected in connection with this Contest will be used by EWTN solely for the purpose of administering the Contest.



EWTN

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5817 OLD LEEDS ROAD
IRONDALE, AL 35210

PERSONAL RELEASE

THIS RELEASE ("RELEASE") IS MADE FOR ETERNAL WORD TELEVISION NETWORK, INC., WITH ITS PRINCIPAL PLACE OF BUSINESS AT 5817 OLD LEEDS ROAD, IRONDALE, AL 35210, ITS PARENT, SUBSIDIARIES, AND AFFILIATED COMPANIES, AND ITS SUCCESSORS AND ASSIGNS AND LICENSEES (COLLECTIVELY, "EWTN" OR "PRODUCER") BY THE PERSON IDENTIFIED BELOW ("I" OR "ME").

1. PERMISSIONS. THIS CONFIRMS THAT I GIVE EWTN THE IRREVOCABLE, FOREVER, ROYALTY-FREE RIGHT AND PERMISSION TO USE, ADAPT, MODIFY, REPRODUCE, DISTRIBUTE, PUBLICLY PERFORM AND DISPLAY THE RELEASED MATTER DEFINED BELOW, IN WHOLE OR IN PART, INDIVIDUALLY OR IN CONJUNCTION WITH OTHER MATERIALS AND FOR ANY PURPOSE WHATSOEVER, THROUGHOUT THE WORLD, IN ANY MEDIA NOW KNOWN OR HEREAFTER DEvised, INCLUDING BUT NOT LIMITED TO THE PURPOSES OF PRODUCING AND MARKETING EWTN, ITS SUBSIDIARIES, AFFILIATES AND SUBSIDIARIES. I HEREBY WAIVE ANY RIGHT THAT I MAY HAVE TO INSPECT OR APPROVE THE FINISHED PRODUCT OR PRODUCTS AND THE ADVERTISING COPY OR OTHER MATTER THAT MAY BE USED IN CONNECTION THEREWITH OR THE USE TO WHICH IT MAY BE APPLIED.

2. RELEASED MATTER. THE "RELEASED MATTER" MEANS MY NAME, VISUAL LIKENESS, VOICE, SOUND RECORDING, FILMED/VIDEOTAPED PERFORMANCE/INTERVIEW, QUOTES, PHOTOGRAPHS, OTHER AUDIOVISUAL MATERIAL, PHYSICAL LIKENESS AND/OR OTHER PERSONAL IDENTIFICATION.

3. CONSIDERATION, RECORDING DATES. I SHALL RECEIVE NO COMPENSATION FOR HIS/HER SERVICES IN CONNECTION WITH THE FILMING OF _____, ON THE FOLLOWING DATES: _____, SUCH SHALL BE DEEMED TO BE THE COMPENSATION IN FULL FOR ALL RIGHTS HEREIN GRANTED AND AGREED TO BE GRANTED TO EWTN AND FOR ALL SERVICES RENDERED PURSUANT TO THIS AGREEMENT. SUFFICIENT CONSIDERATION IS ACKNOWLEDGED, AND THIS RELEASE COVERS ALL RECORDING DATES.

4. RELEASE. I RELEASE EWTN, DISCHARGE, AND AGREE TO SAVE HARMLESS EWTN THEIR HEIRS, LEGAL REPRESENTATIVES, AND ASSIGNS AND ALL PERSONS ACTING UNDER THEIR PERMISSION OR AUTHORITY OR THOSE FOR WHOM THEY ARE ACTING FROM ANY AND ALL CLAIMS I MAY NOW HAVE OR LATER ACQUIRE ARISING OUT OF OR IN CONNECTION WITH THE FOREGOING.

5. OTHER. THIS RELEASE SHALL BE BINDING UPON ME AND MY HEIRS, LEGAL REPRESENTATIVES, AND ASSIGNS. **I, AND OR MY PARENT/GUARDIAN SIGNING WITH ME BELOW, REPRESENT AND WARRANT THAT I AM COMPETENT AND ABLE TO FORM CONTRACTS AND TO GIVE THIS RELEASE. I REPRESENT AND WARRANT THAT I AM AT LEAST 14 YEARS OF AGE.**

PARTICIPANT:

PARENT/GUARDIAN

FOR MYSELF AND FOR MY CHILD

DATE:

DATE:

SIGNATURE:

SIGNATURE:

PRINT NAME:

PRINT NAME:

ADDRESS AND PHONE:



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PARTICIPANT:

DATE:

SIGNATURE:

PRINT NAME:

ADDRESS AND PHONE:



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IRONDALE, AL 35210

LOCATION RELEASE AND PERMISSION TO FILM

SERIES OR ACTIVITY: _____

DATES INTENDED: _____

VENUE:

ADDRESS:

HEREINAFTER ("LOCATION")

LOCATION GRANTS PRODUCER, ITS AFFILIATES, EMPLOYEES, AGENTS, WORKERS, AND GUESTS PERMISSION TO BE ON THE LOCATION, STRIKE VIDEO AND AUDIO, AND OTHERWISE CONDUCT VIDEO AND AUDIO PRODUCTION FOR THE TIMES ABOVE. THERE IS NO VALUABLE CONSIDERATION TO EITHER PARTY FOR THIS RELEASE AND PRODUCTION. LOCATION MAKES NO CLAIMS TO AND FOREVER RELEASES ANY CLAIMS OF OWNERSHIP OR ANY RIGHTS OF ANY KIND IN THE MATERIALS, AUDIO, VIDEO, PHOTOGRAPHS, OR ANY OTHER MEDIA PRODUCED BY PRODUCER AND THE UNDERSIGNED REPRESENTS AND WARRANTS THAT IT IS AUTHORIZED TO GRANT THESE RIGHTS AND RELEASES HEREIN. PRODUCER MAY GRANT RIGHTS TO THIS PRODUCTION TO ETERNAL WORD TELEVISION NETWORK, INC. ("EWTN") TO DISTRIBUTE WORLDWIDE IN ANY MEDIA FOREVER.

PRODUCER SHALL EXERCISE REASONABLE CARE, AND FOLLOW GUIDELINES GIVEN BY THE LOCATION FOR THESE ACTIVITIES.

AGREED AND ACCEPTED:

PRODUCER

SIGNED: _____

PRINT NAME AND ADDRESS:

LOCATION

BY: _____

ITS: _____



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IRONDALE, AL 35210

MUSIC RELEASE

FILM TITLE: _____

MUSIC NAME: _____

SOURCE: _____

REQUIREMENTS

SEE OFFICIAL RULES FOR DEFINITIONS AND FURTHER INFORMATION.

STOCK AGENCY MATERIALS (VIDEO, MUSIC, PHOTOS) MUST BE ROYALTY-FREE, ATTRIBUTION FREE, AND NO SHARE ALIKE LICENSING. CLIPS MUST BE FREE TO USE FOR PROMOTION, SO EDITORIAL USE ONLY RESTRICTIONS ARE NOT ALLOWED.

MUSIC MUST BE FREE FROM PERFORMANCE RIGHTS ORGANIZATION (PRO) ROYALTIES AND REQUIREMENTS.

PLEASE PROVIDE A RECEIPT OR ADDITIONAL DOCUMENTATION TO VERIFY SOURCE.

PRODUCER

SIGNATURE: _____

PRINT NAME AND ADDRESS:

DATE: _____