



บันทึกข้อความ

ส่วนราชการ สำนักการประชาสัมพันธ์ต่างประเทศ สรท. โทร. 0-2618-2323 ต่อ 1710-11

ที่ นร 0209/สปต./จ. 159 วันที่ 24 กันยายน 2547

เรื่อง ABU เชิญชวนสมาชิกส่ง Spot รณรงค์โครงการประชาสัมพันธ์เรื่อง “Staying Alive”

เรียน ผอ.สรท. 11, ผอ.สวท. และ ผอ. สปข. 1-8

1. ข้อเท็จจริง

1.1 ABU ร่วมกับ One World Net และ MTV จัดโครงการรณรงค์ประชาสัมพันธ์ เรื่อง “Staying Alive” โดยได้รับการสนับสนุนจาก World Bank และ UNAIDS เชิญชวนสมาชิก ABU จัดทำ Spot วิทยู และ โทรทัศน์ เข้าร่วมแข่งขันตามโครงการ Public Service Announcement Productions Competition” ในหัวข้อ “ผู้หญิงและเด็กกับสถานการณ์โรคเอดส์” ทั้งนี้โดยมีวัตถุประสงค์เพื่อกระตุ้นให้ประชาชนโดยเฉพาะอย่างยิ่งในกลุ่มสตรี และเยาวชนอายุระหว่าง 15-20 ปี ได้ตระหนักถึงมหันตภัยของโรคเอดส์และการป้องกัน ซึ่งในปัจจุบันมีตัวเลขผู้ติดเชื้อในกลุ่มดังกล่าวเพิ่มมากขึ้นกว่า 50 % ในจำนวนนี้มีผู้ติดเชื้อเป็นเยาวชนเพศหญิงถึง 64 %

1.2 ผลงานที่ส่งเข้าประกวดต้องมีความยาวประมาณ 30-60 วินาที โดยส่งเป็นเทปวีดีโอ ตั๋วฉบับ (Mini DV Format) หรือตัวอย่างเทปต้นฉบับ (MP3 Broadcast Quality format-Sample Rate 44,000, Pitrate 16, Stereo) ภายในวันที่ 10 พฤศจิกายน 2547 ทั้งนี้ผลงานของผู้ชนะการประกวดจะได้รับการเสนอทาง Website Staying alive, OneWorld Radio และ OneWorld TV นอกจากนี้ผู้ชนะจะได้รับรางวัล “Staying Alive Award” โดยจะประกาศรายชื่อผู้ได้รับรางวัล ในวันที่ 1 ธันวาคม 2547 ซึ่งตรงกับวันเอดส์โลก ผู้สนใจสามารถศึกษาข้อมูลเพิ่มเติมได้ที่ [www.http://radio@oneworld.net](http://radio@oneworld.net) หรือ [www.http://tv@oneworld.net](http://tv@oneworld.net)

2. ข้อพิจารณา

สปต. ขอให้หน่วยงานที่สนใจเข้าร่วมการแข่งขัน กรุณาส่งผลงานมายัง สปต. ภายในวันที่ 29 ตุลาคม 2547 เพื่อจกักรวบรวมนำส่งให้ ABU ต่อไป

จึงเรียนมาเพื่อโปรดทราบ และดำเนินการต่อไปด้วย จะขอบคุณยิ่ง

(นางลดาวัลย์ บัวเอี่ยม)

ร. ผอ.สปต.

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Key Issues (For use as a basis for message of spot):

Other people's risky behaviour puts married and unmarried women and girls at risk

The lack of social and economic power means that women have to rely on men's cooperation to protect them from HIV infection. In many settings women have been infected by their husbands or long-term partners. Married adolescent girls are especially vulnerable for many reasons, including inability to negotiate abstinence, monogamy or condom use due to young age, inadequate skill and subordinate status.

Men and boys have a role to play in preventing HIV infection
Men and boys need to be involved in prevention programmes that help keep women and men alike safe from infection, especially as they usually have the control in the sexual relationships. What men do in their sexual lives will impact their partner/s.

Education of young girls reduces their vulnerability to HIV
Knowing how HIV is transmitted and how to prevent infection is a key defence in the spread of HIV. Educated women and girls are in a better position to understand the complexities surrounding HIV/AIDS, and they have better economic prospects to support themselves. Educated females also have better skills to negotiate safe sex with their partner/s. Education is empowerment.

From : Anom Sani <anom@abu.org.my>
Reply-To : <anom@abu.org.my>
Sent : Monday, September 6, 2004 11:24 PM
To : "Staying Alive" <stayingalive@abu.org.my>
CC : "Craig Hobbs" <craig.h@abu.org.my>
Subject : "ONEWORLD/STAYING ALIVE" Public Service Announcement Productions Competition

📎 Attachment : rules20042.doc (0.07 MB), AIDS_comp_forms042.doc (0.07 MB)

"ONEWORLD/STAYING ALIVE"
PUBLIC SERVICE ANNOUNCEMENT PRODUCTIONS COMPETITION

The Asia-Pacific Broadcasting Union, in collaboration with OneWorld.net and MTV's "Staying Alive" campaign and with support from the World Bank and UNAIDS, is pleased to invite all producers from ABU member and affiliate companies to participate in a Public Service Announcement Productions Competition. The winner of this competition will be announced on December 1st, which is the official World AIDS Day and will receive a Staying Alive award. The winners will also be streamed on the OneWorld and Staying Alive websites, offered to MTV Channels worldwide and made available for airing by other ABU member broadcasters.

This year's World AIDS Day theme is Women, Girls and HIV/AIDS and the target audiences around the world are young people from the age of 15 to 25. Producers are required to produce a 30-60 seconds of Public Service Announcement spot for TV or Radio on this theme.
PSA Competition Brief:

To produce a 30-60 seconds Public Service Announcement spot for TV or Radio around the theme of women, girls and HIV/AIDS. (See competition rules for format)

Aim

To inform and sensitise young people about the vulnerabilities of women and girls to HIV/AIDS and to prevent new infections, especially among women and girls.

Audience

Young people (15-25) around the world.

Theme: Women, girls and HIV/AIDS

In the early days of the epidemic, men outnumbered women among people infected with HIV. Today, Women account for nearly 50% of all infections worldwide, and most particularly 64% of young people infected in the developing world are girls. Worse still many women and girls are misinformed about how HIV is transmitted and how infection can be prevented. Social and economic differences and violence against women also put women at greater risk.

Please refer to the attached Guidelines and Competition Rules or visit www.abu.org.my or www.staying-alive.org/en/oneworld.html or <http://radio.oneworld.net/section/wad2004> For additional information or to submit entries, contact:

Mr R. Craig Hobbs
Ms Anom Sani
Asia-Pacific Broadcasting Union
2nd Floor New IPTAR Building
PO Box 1164
Angkasapuri
59700 Kuala Lumpur
Malaysia
Phone: +60-3 2282-4205
Phone: +60-3 2282-2480
Fax: +60 3 2282 4606
Email: craig.h@abu.org.my
Web: www.abu.org.my

"One World/Staying Alive World AIDS Day Competition"
OFFICIAL RULES

FINAL

1. **Promotion Period:** "One World/Staying Alive World AIDS Day Competition" (the "Contest") commences at 00:00 (GMT) on **September 7, 2004** and ends at 00:00 (GMT) on **November 11, 2004**. All entries must be received by 00:00 (GMT) on November 11, 2004.

2. **To Enter:** Submissions for the Contest must consist of an original video (Mini-DV formats), no less than thirty (30) seconds and no longer than sixty (60) seconds or an original audio sample (in MP3 broadcast quality format – sample rate 44,000; bitrate 16, stereo) no less than thirty (30) seconds and no longer than sixty (60) seconds. Each Submission must contain the entrant's (each an "Entrant") original ideas, audio and footage. All submissions must include a completed entry form which states the entrants details as well as the 'release' information. **To obtain the form go to <http://radio.oneworld.net/section/WAD2004/form>. Each Submission should also include Entrant's name, address, age, e-mail address (if applicable) and phone number where he or she can be reached during regular business hours. [9:30AM – 5:30PM GMT] If you have problems obtaining the form contact radio@oneworld.net for audio entries and tv@oneworld.net for video entries.**

Entries can also be sent to One World Radio. All Submissions become the property of MTV Networks, a division of Viacom International Inc. ("MTVN") and One World International. All mail-in Submissions must be received by One World International by 00:00 (GMT) on **November 11, 2004** at the following address:

OneWorld International
River House 2nd Floor
143-145 Farringdon Road,
London EC1R 3AB
United Kingdom

There will be two (2) categories – audio category and video category. You may enter only one entry per category, but only be eligible to receive one (1) prize. Completed Submissions which are created and received within the above-mentioned guidelines shall collectively be referred to herein as the eligible entries (the "Eligible Entries"). Submissions that are not original work of

the Entrant, illegible or incomplete on the registration form or any other information will not be accepted. Furthermore, submissions which contain any of the following will not be accepted:

Gratuitous gun imagery/gestures.
Hard liquor placement.
Nudity.
Materials which endorse or condone illegal drug or alcohol abuse.
Materials containing explicit, graphic or excessive sexual activity.
Materials which contain derogatory characterizations of any ethnic, racial, sexual or religious groups.
Materials which contain gratuitous violence.
Language which is vulgar or offensive.
Phone numbers.
Web addresses (URLs) or e-mail addresses.
License plates.

Any Submissions which do not conform to these guidelines will not be accepted. MTV reserves the right to reject any Submissions that it deems, in its sole discretion, to violate any of the policies of the MTV Networks Standards and Practices Guidelines. MTV may modify or edit any Materials, or request submitters to do so, so that the Materials meet the accepted guidelines.

No responsibility is assumed for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in this Contest or by any human error which may occur in the processing of entries to this Contest. MTVN and One World International are not responsible for any problems or delays of any mail carrier or shipping company, malfunctions of any telephone network or lines, or any combination thereof. If, for any reason, the Contest is not capable of running as planned, including tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of MTVN and/or One World International, which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest or for any reason MTVN and/or One World International deem it necessary, MTVN and One World International reserve the right in their sole and unequivocal discretion to cancel, terminate, modify, delay or suspend the Contest due to any reason of a technical, creative or other nature. Submissions and/or Eligible Entries that have been tampered with or altered are void. All entries become the

property of MTVN and One World International and will not be returned. By participating in this Contest, Entrants acknowledge compliance with these official rules.

3. **Winner Selection:** Based on the judging criteria in Paragraph 7 below, a panel of judges from One World International and MTV Staying Alive's Video Promotion Department will choose five (5) Submissions (each a "Finalist") from among all of the Eligible Entries received, on or about **November 11, 2004. The second round of judging on or about November 17, 2004 will be done by judges from around the world and the winners will be selected on a points system on or about November 26, 2004. In the event of a dispute MTV will have final say.**

The Finalists and Winners will be notified by phone and/or email on November 30, 2004. If any Finalist is unreachable during the 24 hours in which he or she is called (no messages will be left on answering machines) or does not comply with the Contest rules and regulations, an alternate Finalist may be selected from all remaining Eligible Entries. If any potential Winner does not comply with the Contest rules and regulations, an alternate winner may be selected from all remaining Finalists. MTVN and One World International, in their sole and unequivocal discretion, expressly reserve the right to delay the announcement of the Winner. **There will be one (1) winner per category - one for audio and one for video entry.**

4. **Prizing:** The Winner will have their videos or audio tracks aired on both the Staying Alive website and the One World Radio and OneWorld TV website on or about December 1, 2004 (time and date subject to change in MTVN's sole discretion). The Winner will also be announced in the press release from One World International for World Aids Day. The Winner will receive the Staying Alive award no later than December 30, 2004 (times, dates and frequency to be determined in MTVN's sole discretion). There will also be an announcement of winners on all participating sites and in MTV Staying Alive World AIDS Day press release.

5. **Eligibility:** Contest is open to anyone who is between 15 and 34 years of age at time of entry. VOID WHEREVER PROHIBITED OR RESTRICTED BY LAW. Employees of Viacom International, Inc., Columbia Broadcasting System ("CBS"), MTVN, One World International, their

affiliated companies, subsidiaries, advertising agencies (and the immediate families of each) or any person who has won an MTVN National Sweepstakes or Contest in the 2003 calendar year are not eligible. By participating in this Contest, entrants agree to be bound by these Official Rules ("Official Rules"), by the decisions of the judges, which are final in all matters relating to this Contest and acknowledge compliance with these Official Rules.

6. There will be two (2) phases of judging. The first phase will be conducted by a panel of judges from MTVN and One World Radio and One World TV where five (5) Finalists will be chosen on the basis of a) originality (30 %), (b) artistic proficiency (30%) and (c) clarity and deliverance of the message (40%). In the second phase, the judges will consist of Staying Alive partners (4), OneWorld radio/TV members (2) and the 2003 winners (2), using a point system on the above mentioned basis. The entries in both categories with the highest points will be determined as the winner. In the event of a dispute MTVN will have final say.

7. All interpretations of the rules and decisions by MTVN and One World International are final. MTVN and One World International reserve the right in their sole and unequivocal discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the game; to be acting in violation of the Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, MTVN AND ONEWORLD INTERNATIONAL RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PARTICIPANT/INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE NEW YORK COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE CONTEST AND THE LAWS OF THE STATE OF NEW YORK SHALL GOVERN THE CONTEST. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS.

Date PSA Produced		
Place PSA Shot		
Language	(If your PSA is not in English, please provide a transcript).	
Producer		
Any Additional Information		
Please include a list of all persons appearing recognizably in the Submission and their corresponding information.	Name:	
	Age:	
	Address:	
	Phone Number:	
	Name:	
	Age:	
	Address:	
	Phone Number:	
	Name:	
	Age:	
	Address:	
	Phone Number:	
	Name:	
Age:		
Address:		
Phone Number:		

Give a brief description in English of your Public Service Announcement – and any information that inspired your choice of material or subject.

- I confirm my/our PSA is my/our own original material, made by me/us.
- I accept my/our material is provided copyright free.
- I enclose the MTV Networks/One World International/Asia-Pacific Broadcasting Union Materials Release form signed by myself and all those who contributed to and/or are in my/our PSA.
- I enclose the completed Premises Permit for all shoot locations in the submission.
- I confirm that I am between 15 and 34 years of age.

Please tick the boxes and sign and date the form.

Signed: _____ Date: _____

(FOR USE BY PARENT OR GUARDIAN OF ENTRANT UNDER 21 YEARS OF AGE)

I represent that I am a parent/guardian of the minor named above and I agree that the grant and release contained therein binds us and said minor to all of the terms thereof.

Parent or Guardian: _____

Contact information for OneWorld International:

E-mail: tv@oneworld.net (OWTV) or radio@oneworld.net (OW Radio)

Mailing Address: OneWorld International, River House, 2nd Floor 143-145 Farringdon Road, London EC1R 3AB, United Kingdom

OneWorld/ Staying Alive World AIDS Day 2004 Competition

Entry Form

The competition invites you to produce a Public Service Announcement (PSA) on HIV/AIDS for either radio or TV. **The competition runs from 7th September – 11th November 2004.** The Finalists and the Winning Entry for each category (there are two categories – one audio and one video) will be streamed on MTV Staying Alive and OneWorld websites throughout the world on World AIDS Day (1st Dec. 2004) and the Winner will receive a Staying Alive Award. This award is the Staying Alive logo mounted on a glass plaque. The winning entries will also be promoted to and made available for airing to member broadcasting companies of the Asia-Pacific Broadcasting Union.

**You must complete this form and return it to OneWorld International, River House
(2nd floor) 143-145 Farringdon Road, London, EC1R 3AB
by 2400 GMT 11th November 2004.**

Rules: Competition details and rules can be found on www.staying-alive.org/en/oneworld.html and <http://radio.oneworld.net/section/wad2004> and www.abu.org.my. In brief, your HIV/AIDS PSA should adhere to the competition creative brief. **Formats:** Produce a not less than 30 and not more than 60 second PSA. **Video:** mini-DV format (All video entries must be sent to OneWorld). **Audio:** all audio must be in MP3 broadcast quality format (sample rate 44,000; bitrate 16, stereo) if uploaded to the OneWorld International site. If submission is made by post, audio material should be sent on a mini-disk or CD Rom. Your PSA must be your own, original material.

To enter the competition you MUST complete the following:

Personal Details	
Name	
Age	
Address	
Country	
E-mail	
Tel. No.	

Public Service Announcement Details	
Title of PSA	
Length	
Format	(Video or Audio)

8. Arrangements for the fulfillment of the Prizes will be made by MTVN and MTVN reserves the right in its sole and unequivocal discretion to substitute the Prizes with prizes of comparable value; all Prizes are non-transferable. The Grand Prize Winner must sign (i) an affidavit of eligibility and release of Viacom International, Inc., CBS, MTVN, One World International and their corporate parents, subsidiaries, affiliated entities, advertising agencies, and any participating sponsors, and their respective employees, from any and all liability, claims, demands, and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Contest or the acceptance of the Prize to be eligible for the Prize; (ii) except where prohibited, a promotional release granting the right to use his or her name and likeness for advertising and publicity purposes without additional compensation; and (iii) a standard Certificate of Authorship ("COA") for MTVN's and One World Radio's exploitation of his/her Submission. Entry into this Contest constitutes all Finalists' and Winner's agreement to sign such releases. Prior to the fulfillment of the Prize, the Finalists and Winner may be required to sign additional release(s) and/or agreement(s) necessary to fulfill the Prize, including without limitation, agreement(s) and/or release(s) relating to the use of the Winner's name for later use in any media and distribution for retail value. The Winner must also complete all additional legal documents with respect to the Prize and return them to MTVN within twenty-four hours (24) after receipt of such documents. Noncompliance may result in disqualification. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY FINALIST (AT MTVN'S SOLE DISCRETION) WILL RESULT IN SUCH FINALIST'S DISQUALIFICATION AS A FINALIST OF "STAYING ALIVE AND ONEWORLD RADIO PSA COMPETITION" AND ALL PRIVILEGES AS FINALIST WILL BE IMMEDIATELY TERMINATED. All Finalists and Winner agree that Viacom International Inc., CBS, MTVN, One World International, and their corporate parents, subsidiaries, affiliated entities, advertising agencies and any participating sponsors, and their respective employees shall have no liability in connection with acceptance, Prizes awarded herein or while or in connection with preparing for, participating and/or traveling to any prize related activity.
9. (a) Past experience has confirmed that contests and other competitions generate substantially similar submissions or entries which closely resemble concepts and idea that have been independently developed by MTVN before or after the Contest. Accordingly, entrants may subsequently see an MTVN presentation which seemingly incorporates an idea or concept or includes materials similar to that contained in their Submissions. Any similarity is purely coincidental and unavoidable in light of the volume of ideas which MTVN routinely considers in the course of its program development. Because of this possibility, contestants hereby agree to submit their Submissions under the following terms and conditions: (i) that MTVN may use any ideas, concepts, material, in whole or in part, contained in a Submission; (ii) that all materials submitted become the property of MTVN and One World International and will not be returned; (iii) that all materials submitted are free from any lien or claim by anyone, including, but not limited to any union, guild or performance rights society; (iv) Entrants have obtained all rights, permissions and licenses necessary to use the Submissions for any purpose; (v) that no Submission or any part thereof infringes any trademark or copyright or otherwise violates anyone's right of privacy or publicity; and (vi) Entrants indemnify and hold harmless Viacom International Inc., CBS, MTVN, One World Radio, from any claims, suits, losses damages and expenses (including reasonable attorneys' fees) that arise from any breach of the following conditions. All Entrants agree to the foregoing and in addition agree to obtain, upon request of MTVN and One World Radio any documentation and releases necessary to prove their unrestricted ownership in all materials contained in their Submission and their right to use such materials without limitation for any purpose. They further agree, if chosen as Winner, to assign all right, title and interest in all material and agree to sign such documentation as is necessary to formalize this assignment.
- (b) Notwithstanding the foregoing, Entrants agree that their Submission may be used by MTVN in whole or in part for any purpose whatsoever without any compensation.
10. This Contest is organized and supported by MTV Networks, 1515 Broadway, New York, NY 10036 and OneWorld International, River House 2nd Floor, 143-145 Farringdon, Road, London EC1R 3AB, United Kingdom

THIS MUST BE COMPLETED BY EVERY PERSON WHO CONTRIBUTED TO THE PRODUCTION OF THE SUBMISSION, INCLUDING EVERYONE WHOSE VOICE AND/OR LIKENESS APPEARED IN THE SUBMISSION.

MTV Networks and One World International Materials Release

THIS IS AN IMPORTANT LEGAL DOCUMENT AFFECTING YOUR RIGHTS. READ IT THOROUGHLY AND CAREFULLY.

I have contributed to the production of, I appear in, and/or my voice is heard in the project entitled the "Staying Alive and One World International PSA Competition" (the "Contest") produced by MTV Networks, a division of Viacom International Inc. ("MTVN") and One World ("One World International") an original promotional video (in DV or Mini-DV) or an original promotional audio sample (in CD-quality mp3 format at 128 or 160 kbps bitrate) (the "Submission") for consideration. In addition to the Submission, I may also submit certain personal information and/or elements, including but not limited to my name(s), trademarks, tradenames, likenesses, photographs, biographical materials and all other graphic and/or textual material to MTVN and One World International (collectively, the "Personal Materials"). (Submission and Personal Materials shall be collectively referred to hereinafter as the "Materials").

I hereby acknowledge that all artistic, literary, dramatic, musical and other elements submitted and/or prepared by me in connection with the Contest are specially commissioned by MTVN and One World International as a work made for hire. Accordingly, MTVN and One World International are the authors and owners of all right, title and interest in and to the Materials, including but not limited to all copyrights in the Materials (and all renewals and extensions thereof), with the right to use, alter and modify Materials in any manner that MTVN and/or One World International may determine. If any of the Materials is determined not to be a work made for hire, I hereby assign to MTVN and One World International in perpetuity all right, title and interest in and to the Materials, including but not limited to all copyrights in the Materials (and all renewals and extensions thereof) and all other rights in my name, voice and/or likeness contained therein. Without limitation, MTVN and/or One World International may exploit the Materials in any and all media, now known or hereafter devised, throughout the world, in perpetuity.

MTVN and One World International may use the Materials to advertise, promote and publicize MTVN and/or One World International, any of the MTVN's and/or One World International's worldwide programming services and/or the Contest in all media throughout the universe and may authorize others to do so; such advertising, promotion and publicity may include portions and excerpts, in addition to cut-in, synchronized, dubbed and superimposed versions of the Materials. MTVN and One World International may use and authorize others to use my name, voice and likeness as well as those of artists who rendered services in connection with the Submission in any media for the purposes of advertising, promoting or publicizing the use by MTVN and/or One World International of the Submission and/or any of MTVN's and/or One World International's programming services.

I warrant and represent that: (i) I am at least 15 years of age, (ii) I am a citizen of _____ **PLEASE FILL IN** (iii) I am free to enter into and fully perform all of my obligations hereunder and that I have secured all consents necessary to enter into this Agreement; (iv) the Materials do not and will not violate any law, statute, ordinance or regulation, (v) the rights granted herein will not infringe on any rights or interests of any third party; (vi) no additional consent from any parties regarding any elements contained in the Materials will be required for MTVN and One World International to exercise the rights granted to them herein; and (vii) the Materials are not and will not be defamatory, trade libellous, pornographic or obscene.

MTVN, One World International and their successors, assignees and licensees, shall have the right, but not the obligation, to use the Materials and the results and proceeds of the services provided under this agreement, all Materials provided under this agreement, and your name, voice, likeness and biography in connection with the Contest and ancillary uses thereof, in all media in perpetuity throughout the universe, including advertising and promoting the Contest and the programming services of MTVN and One World International.

I understand that any physical materials submitted will be retained by MTVN and One World International and will not be returned to me.

I will defend, indemnify and hold MTVN and One World International harmless from and against any and all claims, demands, losses, damages or other payments, including, without limitation, reasonable attorney fees, arising out of any breach or alleged breach of any of my warranties or representations herein.

AGREED & ACCEPTED:

Signature: _____

Print Name: _____

(FOR USE BY PARENT OR GUARDIAN OF ENTRANT UNDER 21 YEARS OF AGE)

I represent that I am a parent/guardian of the minor named above and I agree that the grant and release contained therein binds us and said minor to all of the terms thereof.

Parent or Guardian: _____

PREMISES PERMIT

Ladies and Gentlemen:

For and in promotional consideration, this will confirm the permission which you have given us to use, photograph, cablecast and videotape record your premises at:

Name: _____

Address: _____

for the purposes of photographing, cablecasting and videotaping such scenes as we may desire, including any signs, displays, names, identifying marks and designations and the like appearing thereon. You hereby consent to the use by us, and our respective successors, licensees, nominees and assigns, of said photographs and videotape recordings in or in connection with the production, exhibition, distribution, advertising, and exploitation and/or other use of any of our videotapes and/or otherwise.

You hereby warrant that you are the owners and/or agent of said premises and are fully authorized to grant the permission and each and all of the rights herein granted.

We agree to use reasonable care to prevent damage to said premises, and will indemnify the owner, and all other parties lawfully in possession, of said property, and hold each of them harmless from any claims and demands of any person or persons arising out of or based upon personal injuries, death or property damage suffered by such person or persons resulting directly from any act of negligence on our part in connection with our use of the premises.

Very truly yours,

By: _____

Title: _____

APPROVED AND ACCEPTED:

(Name):

(Date):