

## PROJECT: ONE GIRL UGANDA

In August we're headed to Africa when One Girl, a nonprofit organization that works to fund education for school girls in Sierra Leone, opens a branch in Uganda.

We'll be there to tell the story and we're looking for three folks from the MUSE Pilot Program to help Patrick, Joyce, Goose, and I (and maybe some more team members), tell that story. It's called Project: OneGirl Uganda.

You'll join us in the field so we can tell the story together, as collaborators, with the Purpose of inspiring people to empower and educate more young girls. We'll research, interview, and shoot side-by-side.

### WHAT WILL WE DO EACH DAY?

The trip is five days total, with the first day spent getting to know our three new friends, and them getting to know us. And then we'll get some sort of action plan together. The next two days are devoted to pre-production, which is when we'll #useMUSE to explore the 4 Pillars of story, first by listening, then by constructing. Then we spend the next two days shooting the story that evolved from the MUSE process.

### ACTION PLAN FOR AUGUST 24TH-28TH PROJECT: ONE GIRL UGANDA



# MUSE

## HOW DO YOU LET US KNOW YOU'D LIKE TO JOIN US?

To #useMUSE you have to first Learn MUSE. To join us on Project: One Girl Uganda, purchase a MUSE toolkit and learn MUSE, then use what you learned to craft a story on why you should be the one to join us for Project: One Girl Uganda.

When we're looking at who we'd like to join us we'll make our decision based on three criteria:

### Intentional Storytelling.

This where we see the affect over effect most on display. No more unnecessary flashy shots, no more woeful gear bias. We want to see stories crafted with intention. Know the why behind every aspect of your story.

### Make us Feel Something.

We want to watch your story and we want to feel something. We want you to speak to the heart to move the mind.

### Apply MUSE.

And there's a really incredible way to achieve the above two criteria: #useMUSE. We want to see the process at work and from you story, we get that you really get MUSE. So go through the course, complete the course, make your video and send it our way.

Craft the story and upload the video to Vimeo or YouTube. Share it with us by tweeting it to #useMUSE by June 30. We'll watch all the stories and notify who will be coming along with us on July 10.



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## WHY GIRLS?

Educating a girl has a 'multiplier effect'. When you educate a girl, you educate a nation.

## WHO IS ONE GIRL?

One Girl is a non-profit organization that gives women and girls access to education. Since launching in 2011, 2,300 women and girls in Sierra Leone have been given access to education. By the end of 2015 that number is expected to be 5,000+. One Girl is on a mission to educate 1 million girls by 2020 - it's going to take something big -- the commitment and actions of thousands of people -- to make that happen.

Stillmotion is donating 2% of every MUSE Toolkit Purchased to support One Girl. Teach by learning. Every Toolkit sold can help provide one week of education for a girl in Sierra Leone.

## TERMS & CONDITIONS

### HOW TO ENTER:

1. Purchase your MUSE toolkit by 10 a.m. PDT, June 8th, 2015 .
2. Learn MUSE.
3. Use MUSE to craft a moving story on why you should be chosen for Project: ONE GIRL Uganda.
4. Upload your video to Vimeo or YouTube and post to Twitter with the hashtag #useMUSE.
5. All video submissions due by June 30th at 11:59PM PDT.
6. The winners will be notified via e-mail on July 10, 2015.

### ELIGIBILITY:

Only one entry per user. Purchase of MUSE necessary. Entrants must be eighteen (18) years of age or older with no prior criminal record. Contest is not open to any individual if they or their parent, or sibling, or any member of their household is an employee, officer or director of Stillmotion or any of its respective agencies, affiliates, parent companies or subsidiaries ("Stillmotion"). Stillmotion reserves the right to require proof of eligibility and to conduct a



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background check on entrants, if applicable. Entries that are incomplete, illegible, fraudulent or corrupted are void and will not be accepted.

As this is a contest, Stillmotion cannot provide feedback on scripts, ideas, or rough cuts of finished films/videos. If your video is not selected as a winner, Stillmotion cannot provide feedback on its decision.

## **PRIZE/CONSENT:**

All prizes are non-transferable. All expenses not specified herein, including, without limitation, all federal, state and local taxes, if applicable are each winner's sole responsibility. Except where prohibited by law, by entering Contest, each entrant consents to the use of his/her name, voice, picture, likeness and biographical data and/or any other information contained in his/her entry in advertising, promotional and marketing materials by Stillmotion without additional compensation, which may require, without limitation, winner to appear in person on a television, radio or Internet broadcast. In addition, by entering, all entrants, except where prohibited by law, consent to being photographed, filmed, taped and/or interviewed about the Contest. All entrants grant full permission and consent to Stillmotion to utilize any of the results of such photographing, filming, taping and/or interviewing in any and all media now known or devised and releases Stillmotion from all liability related thereto. Winners may be required to sign, have notarized and return an affidavit of eligibility and liability/publicity release within five (5) days of receipt of such document(s) or Prize will be forfeited.

## **Expenses covered include:**

- Up to \$1,500 USD for round trip airfare. Airfare in excess of \$1,500.00 will need to be covered by the contest winner.
- Ground transportation in Uganda
- 3 meals for the 5-day journey
- Local accommodations, sharing a room may be required

## **FORCE MAJEURE:**

If this Contest is not capable of running as planned, due to causes beyond Stillmotion's reasonable control, including but not limited to acts of God, war, strikes or labor disputes, embargoes, government orders or any other force majeure event or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or other cause beyond Stillmotion's control which corrupts or threatens to corrupt or adversely affects the administration, security, fairness, integrity or proper conduct of the Contest, Stillmotion reserves the right, in its sole discretion, to cancel, suspend and/or modify this Contest.



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## RELEASE:

EACH ENTRANT AGREES TO INDEMNIFY, RELEASE AND HOLD HARMLESS STILLMOTION FROM ANY LIABILITY, DAMAGES, LOSSES OR INJURY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THAT ENTRANT'S PARTICIPATION IN THE CONTEST, AND THE ACCEPTANCE, USE OR MISUSE OF ANY PRIZE THAT MAY BE WON, INCLUDING INJURIES, DAMAGES OR LOSSES TO PERSONS AND PROPERTY WHICH MAY BE SUSTAINED IN CONNECTION WHILE TRAVELING TO AND FROM A LOCATION TO OBTAIN OR USE ANY PRIZE. STILLMOTION DOES NOT MAKE ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO THE CONDITION, FITNESS OR MERCHANTABILITY OF THE PRIZE. STILLMOTION DISCLAIMS ANY LIABILITY FOR DAMAGE TO ANY COMPUTER SYSTEM RESULTING FROM ACCESS TO OR THE DOWNLOAD OF INFORMATION OR MATERIALS CONNECTED WITH THE CONTEST.

Stillmotion will not be liable for any indirect, incidental, special, consequential damages, including loss of profit, whether based in contract, tort or otherwise, which may arise under this Contest. If any term or provision of this Contest is found to be invalid or unenforceable for any reason, it shall be adjusted rather than avoided, if possible, so as best to accomplish the objective of the parties to the extent possible. In any event, the remaining terms and provisions will be deemed valid and enforceable. It is expressly understood and agreed that each provision of this Contest providing for a limitation of liability disclaimer or limitation of warranties or exclusion of damages is intended by the parties to be severable and independent of any other provisions and to be enforced as such.

## DISCLAIMER:

By entering the Contest, entrant acknowledges that Stillmotion is to receive exclusive right, title, and interest in and to the video submitted by entrant for the contest, and any modifications, derivations or improvements thereof, including any and all intellectual property rights therein. Entrant represents and warrants that he/she/it has sole and exclusive right, title and interest to such submitted video. In connection with the foregoing, entrant agrees to assign, and hereby does assign, and shall cause his/her/its affiliates and the employees, agents, representatives, consultants and contractors of entrant (if and as applicable), all intellectual property rights in such submitted video.

Stillmotion is not responsible for technical, hardware, software, or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled, delayed electronic communications, or any human error which may occur in the processing of the entries in this Contest and which may limit a participant's ability to participate in this contest. Stillmotion may modify these official rules in any way or at any time, as long as Stillmotion gives reasonable notice.

## PRIVACY POLICY:

Personal information collected from video submitters to the Contest will never be sold. The information collected for this Contest will only be used to contact video submitters in direct



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relation to the Contest.

## MISCELLANEOUS:

The Contest is governed by, construed and enforced in accordance with the laws of the State of Oregon.

Any action or proceeding seeking to enforce any provision of, or based on any right arising out of, this Contest must be brought against any of the parties in Multnomah County District Court of the State of Oregon, or, subject to applicable jurisdictional requirements, in the United States District Court for the District of Oregon, and each of the parties consents to the jurisdiction of such courts (and of the appropriate appellate courts) in any such action or proceeding and waives any objection to such venue.

Submission of an entry is acknowledgment of and an agreement to be bound by all terms and conditions of these rules. In the event of a dispute concerning who submitted an entry, the entry will be declared to have been made by the authorized account holder of the Twitter account holder submitted at time of entry. An authorized account holder is defined as the natural person who is assigned to an Twitter account holder by an Internet access provider, online service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning Twitter account holder for the domain associated with the submitted Twitter account holder.

