



14th Annual Young Writers & Illustrators Contest RULES

This Reading Rainbow Thirteenth Annual Young Writers & Illustrators Contest (the "Contest") is sponsored by Western New York Public Broadcasting Association (WNED-TV) and Educate Media Resources, Ltd. (the "Sponsors"). The Contest begins on or about January 1, 2008 and ends March 9, 2008.

1. How To Enter

To enter, each participant and his or her parent or guardian must completely fill out, sign and submit the information and materials required on the entry form. Limit one entry per participant. Sponsors reserve the right to verify that each prize recipient is qualified and entitled to receive his or her prize. Submission of an Entry Form constitutes permission (except where prohibited by law) for Sponsors 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 for advertising and promotional purpose without additional compensation.

2. Contest

The Contest is open to students in Kindergarten, First, Second and Third grade. Each Kindergarten and First grade participant must submit an original, single authored story (no co-authored stories) with a minimum of 50 words and a maximum of 200 words. Each Second and Third grade participant must submit an original, single authored story (no co-authored stories) with a minimum of 100 words and a maximum of 350 words. For purposes of counting words, include such words as "a", "an", and "the", but do not include words on non-story pages such as the title page. Stories may be fact or fiction, prose or poetry. Text must be typed or printed legibly. Participants who cannot write may dictate their story to an adult, but the story must be the original work of the child. Invented spelling will be accepted. Stories must include at least five original, clear and colorful illustrations. Text and illustrations (or a combination of both) must appear on one side of each piece of paper and page numbers must appear on the back side of each piece of paper. Any failure to adhere to these Contest rules may result in disqualification. The Contest includes both local qualifying competitions and a national competition. Local competitions will be sponsored and administered by KEDT.

KEDT will select a first place Kindergarten, First, Second and Third grade winner from the local competition entries. These first place winners of each local competition will have his or her entry submitted to the Sponsors for inclusion in the national competition. All winning local entries must be submitted by KEDT to Sponsors for national judging no later than April 25, 2008.

3. Judging

Entries will be judged on originality, creative expression, storytelling and integration of text and illustrations. A panel of judges selected by KEDT will judge local qualifying competitions. A panel of judges selected by the Sponsors will judge the open qualifying competition and the national competition. Judging for the national competition will occur during May and June, 2008. All decisions of the judges are final and not subject to appeal or review.

4. Prizes

Prizes for the national competition shall be awarded for each grade level as follows:

First Place Winner – The first place winner in each grade level shall receive a laptop computer (approximate retail value of \$800).

Second Place Winner – The second place winner in each grade level shall receive a flat panel TV and DVD player (approximate retail value of \$450).

Third Place Winner – The third place winner in each grade level shall receive an MP3 player (approximate retail value of \$250).

Winners in all of the above categories will also win 3 sets of 10 Reading Rainbow DVDs and feature books – one each for their school, community library and home (approximate retail value of \$1170).

The total approximate retail value of all prizes for the national competition is \$20,000. Prize recipients should allow 4 to 6 weeks from notification for delivery of his or her prize. Prizes are non-transferable. Sponsor reserves the right to substitute any prize for a prize of equal or greater value. Prizes for the local qualifying competitions shall be awarded KEDT.

5. Eligibility

The Contest is open to residents of the USA who are in Kindergarten, First, Second or Third grades. Employees of Sponsors, any participating PBS station or their affiliates, manufacturers, sales reps, subsidiaries or parent companies, advertising/sales promotion agencies, judges and the immediate families of each are not eligible. Void where prohibited. Entry materials become the property of Sponsors and will not be acknowledged or returned. Sponsors are not responsible for lost, late, damaged, misdirected or illegible Entry Forms or unsuccessful attempts to notify the prize recipients. All materials and information submitted as part of the Entry Form must be the participant's own original work. The Entry Form may not contain any unauthorized use of names, likenesses or biographical information of any third parties.

6. Conditions

All Federal, state and local laws and regulations apply. Sponsors are not responsible for any expenses incurred in connection with participation in the Contest. By submitting an Entry Form, each participant (and his or her parent or guardian) agree to be bound by these Contest rules, and the decisions of Sponsors are final. Each participant (and his or her parent or guardian) agrees to release and hold Sponsors their employees, officers, directors, shareholders, agents, representatives and its subsidiaries, parent companies or other affiliated companies harmless from any and all damages, losses, claims and/or liabilities arising out of his or her participation in the Contest or resulting from acceptance or claiming of any prize hereunder. Sponsors reserve the right, in their sole discretion, to terminate, suspend or otherwise cancel the Contest at any time. Income and other taxes are the responsibility of the prize recipient.

7. Use Of Information

Upon submission, each entry and the Entry Form become the sole property of the Sponsors. By submitting an entry and Entry Form, each participant (and his or her parent or guardian) assigns all right, title, and interest in and to the entry and Entry Form to the Sponsors and warrants that he or she (and his or her parent or guardian) have 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 his or her parent or guardian) agrees to cooperate with the Sponsors to achieve fulfillment of such formalities at Sponsors' request.