

## California Alliance to Stop the Spray (CASS) Music Video Contest Rules and Details:

- Contestants must use one of the songs that are provided at <http://cassonline.org/contest.html#songs> or any other song that is directly about the LBAM issue and that the contestant has permission to use. Judging will be based on the overall video and not the song itself.
- The song and accompanying music video should be at least 3 minutes long.
- Deadline for submissions is Tuesday evening, April 22<sup>nd</sup>, 2008 at 11:59 pm PST.
- Voting opens for one week on Saturday April 26<sup>th</sup>, 2008 at 12:01 am PST and closes on Saturday May 3<sup>rd</sup>, 2008 at 9:00 am PST.
- The winner will be announced on Wednesday May 7<sup>th</sup>, 2008.
- The winner will be notified via their YouTube account and will have 30 days to claim their prize. Once the prize is claimed, it will be mailed in the form of a \$300 cashiers check within 14 days.
- In the event that the winning contestant does not come forward to claim their prize, the second contestant with the next highest votes will receive the prize. If that contestant does not come forward to claim their prize, CASS reserves the right to retain the prize money for further outreach goals.
- Contestants may submit more than one video.
- The video with the most votes will win the \$300 cash prize. In the event of a two-way tie, the prize will be split 50/50. In the slight chance that there are multiple videos with the highest votes, the prize will be divided equally among the winners.
- CASS reserves the right of final approval.
- CASS reserves the right to use the winning video(s) for promotional and educational purposes.
- All videos should end with a call to action to help CASS get the word out about the toxic spray program and include our website. For example:

*Take Action!*

*Get Informed!*

*Donate or Volunteer!*

*Go to <http://CASSonline.org> to learn more.*

- Your theme can be broad or narrow and include anything related to the LBAM pesticide spray program. You can learn the facts of this issue at <http://CASSonline.org>, <http://www.lbamspray.com>, <http://www.stophespray.org>, <http://www.hopefortruth.com> and others.

Your video can be serious or silly, dramatic or irreverent, scholarly or funny, inform and educate or inspire to action. *No offensive material, please.*

There are many topics within the LBAM spray issue. You can focus on any number of facts and data points found in your research at the CASS and LBAMspray websites.

For example, you can focus on:

- The chemicals are not harmless and hundreds of people officially reported becoming ill, while the anecdotal evidence shows that many hundreds more have also had adverse reactions and illnesses due to the spray.
- Hundreds of birds along the Santa Cruz beaches were found dead after the spraying.
- The Light Brown Apple Moth has caused no damage to any crop in California.
- You can follow the money trail and show who will make money from this unnecessary spray program.
- Create a call to action to boycott Fiji Water and POM Juice, both under the same parent company that created the toxic chemical that will be sprayed on California citizens.

So, get creative, keep it relevant and make a difference!  
Who knows, you just may win \$300 for the effort!

Good Luck to all the participants and thank you  
for helping CASS get *The Word Out!*

**Contest location: <http://CASSonline.org/contest>**