

VIDEO LETTER TO PRESIDENT OBAMA CONTEST

A MYPOLISCILAB ASSIGNMENT THE PEARSON FOUNDATION

IMPORTANT: PLEASE READ THESE OFFICAL RULES BEFORE ENTERING THE MYPOLISCILAB “VIDEO LETTER TO PRESIDENT OBAMA” CONTEST (THE “CONTEST”). BY ENTERING THE CONTEST, YOU AGREE TO BE BOUND BY THESE OFFICIAL RULES.

CONTEST OPEN TO LEGAL RESIDENTS OF THE 50 U.S. (INCLUDING DC) WHO ARE 18 YEARS OF AGE OR OLDER, OR WHO HAVE REACHED THE AGE OF MAJORITY IN THEIR STATE OF RESIDENCE, EXCEPT FOR RESIDENTS OF MARYLAND, NORTH DAKOTA AND VERMONT, WHICH STATES ARE EXCLUDED FROM THE CONTEST, AND AS FURTHER LIMITED BELOW.

1. The CONTEST begins on September 28, 2009 at 11:00 a.m. (ET) and ends on April 1, 2010 at 5:00 p.m. (ET) (“CONTEST Period”). During the CONTEST Period, submit one original video letter using MediaShare by **doing the following:**

- Login to www.mypoliscilab.com.
- Click on the “Go” button in the “Letter to the President” section. You should automatically log in. If you are challenged for a username and password, use the same login information that you used when you logged into MyPoliSciLab.
 - If this is your first time accessing the MediaShare application, you will need to set up your student profile. To update your student profile click on “Edit My Profile” on the home page or “Edit Profile” in the right hand corner of any page.
 - Select the “My Classes” tab from the “Edit My Profile” menu. Enter **SDSUX-70058** in the class key field and click submit. You should now have access to the contest assignment **A Video Letter to President Obama**.
 - To access the assignment and post your video, select “A Video Letter to President Obama” from the drop down menu in the upper right corner. Click on “A Video Letter to President Obama” to review the assignment.
 - Create an original video letter addressed to President Obama (“Video Letter”). In your Video Letter, make an argument to the President with the goal of convincing him to focus on a specific issue you feel is most important. If the President is already working on the issue, argue why he should change his approach.
 - The Video Letter should be no more than four (4) minutes long.
 - Once you are ready to post your Video Letter click on the orange “Add my video” button in the upper right corner of the assignment page or to the right of the assignment title on the class page.
 - For more detailed instructions on how to use MediaShare go to <http://media.pearsoncmg.com/long/mediashare-students.pdf>.

You will be automatically entered into the CONTEST when you submit your Video Letter to President Obama to MyPoliSciLab.com.

By uploading a Video Letter using MediaShare and thereby entering the CONTEST, you are agreeing to grant and assign solely and exclusively to Pearson Education, Inc. (“Pearson”) the Video Letter and all rights to it. This grant includes, but is not limited to, the exclusive royalty-free rights to reproduce, distribute, publish, display, market, promote, sell, license, broadcast, or transmit, in all channels of distribution, the Video Letter and derivative works, in whole or in part, in all forms, formats,

media and versions, now known or hereafter developed, including as part of an electronic database, and to license to third parties to exercise any and all such rights.

Submitted Video Letters should contain only materials that are created by and original to you, and should not contain any materials copyrighted or owned by third-parties. You should be the only person appearing in your Video Letter. If that is not the case and you are not the only person appearing in your Video Letter, in order to receive a prize you must obtain permission from all persons appearing in your Video Letter for the purposes detailed below.

All submitted Video Letters will be made publicly available for viewing on MyPoliSciLab.com; provided, however, that Pearson maintains the right not to display any video and reject its inclusion in this Contest if, in Pearson's sole judgment, the Video Letter is inappropriate.

2. **INTELLECTUAL PROPERTY:** All submissions to the Contest must be original works. By submitting an entry, you represent and agree that your submission will not infringe upon the intellectual property rights of any third party. All submissions and all information contained therein, including the copyright and all other intellectual property rights, become the property of Pearson and will not be acknowledged or returned. By submitting a submission, you irrevocably assign to Pearson all right, title, and interest in your submission in any and all media whether now known or hereafter devised, in perpetuity, anywhere in the world, with the right to make any and all uses thereof, including, without limitation, for purposes of advertising or trade. The rights granted under this paragraph shall extend to all submissions and all other submitted materials related to the Promotion, including those submitted by non-winners and winners. By submitting a submission, you grant to Pearson and its affiliated companies, the right, except where prohibited by law, to use your name, likeness, picture, address (city and state), e-mail address, voice, biographical information and written or oral statements, for advertising and promotional purposes in promoting or publicizing Pearson and its products or services, without compensation unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of your name, picture, likeness, address (city and state), email address, biographical information, or entry. The rights granted under this paragraph shall extend to Pearson and its affiliated companies with respect to all entrants in the Promotion, including non-winners and winners.
3. **PRIZES:** Prize awards are provided by the Pearson Foundation. Five (5) prize winners will be selected by a panel of Pearson Longman authors in consultation with employees of Pearson Education, Inc. Winners will be selected based on (a) the most compelling argument; (b) clarity of thought and argument; (c) the most persuasive presentation; and (d) originality and creativity. The prize winners will each receive a check in the amount of \$1,000 from the Pearson Foundation. The prize winners will be notified by e-mail on or about April 15, 2010. Prizes are not transferable. No substitutions or exchanges of any prizes will be permitted, except that Pearson and the Pearson Foundation reserve the right to substitute a prize of equal or greater value for any prize that becomes unavailable. **ALL PRIZES ARE AWARDED "AS IS" AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE). ACCEPTANCE OR USE OF PRIZE IS AT THE WINNER'S OWN RISK.**

4. The CONTEST is open to legal residents of the 50 U.S. (incl. DC), except Maryland, North Dakota, and Vermont, who are 18 years of age or older, or who have reached the age of majority in their state of residence. The CONTEST is not open to residents of Maryland, North Dakota, and Vermont, and is also void where prohibited by law. Employees of Pearson, the Pearson Foundation, and/or their respective parents, affiliates, subsidiaries, advertising, promotion and fulfillment agencies and members of the immediate family or household of each are not eligible. Immediate family members include parents, siblings or any person residing in the same household as employee.
5. ALL FEDERAL, STATE AND LOCAL TAXES ARE THE SOLE RESPONSIBILITY OF THE PRIZE WINNER. In compliance with United States Internal Revenue Service regulations, Pearson will send a Form 1099-MISC to any winner receiving a prize valued in excess of \$600 (USD), which requires disclosure to Pearson of winner's social security number. Winner remains solely responsible for paying all federal and other taxes in accordance with the laws that apply in winner's state of residence. Prize winners may be required to execute and return an affidavit of originality, eligibility, publicity, liability and other releases within thirty (30) days of first attempted notification. Failure to sign and return affidavit(s) and other releases within the specified time period may result in disqualification and the prize being awarded to an alternate.. In addition, regarding all subjects contained in winning Video Letters, Pearson may require that entrants provide permission for use of his/her image or likeness. If appropriate permissions are not secured for a winning Video Letter, that Video Letter will be disqualified and an alternative prize winner will be selected.
6. BY ENTERING THE CONTEST OR ACCEPTING A PRIZE, YOU RELEASE PEARSON, THE PEARSON FOUNDATION, AND ANY OF THEIR RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, DIRECTORS, OFFICERS, EMPLOYEES AND AGENCIES (COLLECTIVELY, THE "RELEASED PARTIES") FROM ANY LIABILITY WHATSOEVER, AND WAIVE ANY AND ALL CAUSES OF ACTION, FOR ANY CLAIMS, COSTS, INJURIES, LOSSES, OR DAMAGES OF ANY KIND ARISING OUT OF OR IN CONNECTION WITH PARTICIPATION IN THE CONTEST OR ACCEPTANCE, POSSESSION, OR USE OF ANY PRIZE (INCLUDING, WITHOUT LIMITATION, CLAIMS, COSTS, INJURIES, LOSSES AND DAMAGES RELATED TO PERSONAL INJURIES, DEATH, DAMAGE TO OR DESTRUCTION OF PROPERTY, RIGHTS OF PUBLICITY OR PRIVACY, DEFAMATION OR PORTRAYAL IN A FALSE LIGHT, WHETHER INTENTIONAL OR UNINTENTIONAL) WHETHER UNDER A THEORY OF CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE, WHETHER ACTIVE, PASSIVE, OR IMPUTED), STRICT LIABILITY, PRODUCT LIABILITY, CONTRIBUTION, OR ANY OTHER THEORY.
7. Except where prohibited by law, entry into the CONTEST constitutes permission to use the entrant's name, likeness, image submission, and/or prize information, without limitation, for any advertising, promotional, trade or any other purpose, without further compensation to, or permission from, the entrant.
8. For the names of the prize winners, send a self-addressed, stamped envelope to Pearson Political Science, Attn: Editor-in-Chief, Pearson Education, 51 Madison Avenue, New York, NY 10010. Requests must be received by July 30, 2010. To obtain a copy of these official rules, send a self-addressed, stamped envelope to the above address.

9. The CONTEST will be governed, construed and interpreted under the laws of the United States. By participating in the CONTEST, entrants agree (i) to be bound by these Official Rules and by the decisions of the Pearson, which are final and binding in all respects and (ii) to the use of the information supplied by entrant to Pearson, the Pearson Foundation, and their respective subsidiaries and affiliates and certain websites affiliated with Pearson and the Pearson Foundation for marketing and advertising purposes, except where prohibited by law. Pearson reserves the right to suspend or cancel the CONTEST or any entrant's participation in the CONTEST should any cause beyond Pearson's control affect the administration, security or proper play of the CONTEST. Entrants who violate these Official Rules, tamper with the operation of the CONTEST or engage in any conduct that is detrimental to Pearson or the Pearson Foundation, the CONTEST, or any other entrant (as determined in Pearson's sole discretion) are subject to disqualification. Pearson reserve the right to reject entries from persons whose eligibility is in question or who have been disqualified or who are otherwise ineligible to enter the CONTEST. If you have any questions about these Official Rules or the CONTEST, please send written questions to **Pearson Political Science, Attn: Editor-in-Chief, Pearson Education, 51 Madison Avenue, New York, NY 10010.**
10. Pearson, the Pearson Foundation, and their respective its parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies will not be responsible for (1) any late, lost, misrouted, or damaged entries or errors in transmission; (2) any disruptions, injuries, losses or damages caused by events beyond the control of Pearson; or (3) any printing or typographical errors in any materials associated with the CONTEST.
11. Pearson, the Pearson Foundation, and their respective agencies are not responsible for technical, hardware, software or telephone malfunctions of any kind and shall not be liable for failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications utilized in this CONTEST which may limit the ability to participate in the CONTEST. If for any reason, (including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond the control of Pearson, or the Pearson Foundation, which corrupts or affects the administration, security, fairness, integrity, or proper conduct of this CONTEST), the CONTEST is not capable of being conducted as described in these Official Rules, Pearson shall have the right, at its sole discretion, to modify and/or cancel the CONTEST, and award prizes from eligible entries received through the date of modification.
12. Sponsor: Pearson Education, Inc., publishing as Pearson Longman, 51 Madison Avenue, New York, NY 10010.
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