

## **2014 Science Olympiad Participant Media Recommendations** **Pertaining to TV, Film, Internet, Photo and Print Media**

Over the past few years, Science Olympiad has attracted additional interest from the media, which has brought into focus the need for clear policies regarding use of the Science Olympiad name and images in the media.

Working with two sets of legal representatives, one from trademark and patent law and one from entertainment law, we have come up with a policy regarding proper use guidelines. Possible acceptable and unacceptable scenarios are below, and are given as *samples*, not a total list of all applicable activities. If you are not sure if your scenario falls within one of the examples below, please do not hesitate to call the VP of Marketing Communications for Science Olympiad, Jenny Kopach at (630) 792-1251 or jrkopach@soinc.org.

Also set forth below is a reminder regarding the proper use of the name “Science Olympiad” in any material provided to the media.

**Acceptable Scenario 1** - News media may be invited to regional, state and national tournaments to document the progress of participant teams in these public events. Photo and electronic images are permissible (all tournaments should have a release from each participant; the member school may have photo releases on file in order to be on a Science Olympiad team). Interviews with minors need to be approved (subject to school policy) by a supervising parent or teacher. News media does not include anyone intending to use images in entertainment programming (e.g. TV shows) as distinguished from use in a news program (e.g., a local TV station’s evening news broadcast).

**Acceptable Scenario 2** - Parents can photograph or film their own children as long as it does not violate the rights of other students in the frame, interfere with an event or divulge any protected information, such as a test page or lab set up for an upcoming event.

**Acceptable Scenario 3** - Schools may post photos of themselves on a school web site for promotional purposes. Schools may take video of their team preparation to show other schools or to promote their activities in Science Olympiad to educational entities, like their local school board or community groups.

**Acceptable Scenario 4** - Schools may participate in the filming of nationally-sanctioned event and tournament videos of regional, state and national competitions for the school’s own promotional use, if produced by: 1) the official film agent of Science Olympiad, Equity Studios in Michigan or 2) host institutions (like your community college or a national host site, like Indiana University).

**Acceptable Scenario 5** - A university interested in Science Olympiad may film, with permission from a regional or state coordinator, an event in their locale for a student project. For example, in 2006, Samford University’s documentary class used Science Olympiad as its subject for a film on advances in science education, in which they also used footage taken from other Science Olympiad tournaments (“stock footage”) with Science Olympiad’s permission. In this scenario however, the university must sign a license agreement that specifies the nature of the project and the permitted uses of the photographed material, and Science Olympiad must give prior written approval of the license. Science Olympiad is the sole agent to approve the use of any stock footage.

**Unacceptable Scenario 1** - A student participant takes video or still images of a tournament event without the subject's permission and posts them online on a web page or public video source, such as YouTube. We cannot stop individual Science Olympiad participants from using their own images (e.g., captured on by video camera or phone camera) of themselves online. If it is being done from a competition or protected event without permission, that team or school may be sanctioned or disqualified for violating the Rules & Code of Ethics printed online and in every manual.

**Unacceptable Scenario 2** - A team is approached by a TV or film producer and asked to participate in a program/film about Science Olympiad. Absolutely NO team participants are allowed to appear in a documentary, film or TV show without the express written consent of Science Olympiad. Teams do NOT have permission to enter into separate agreements with any for-profit production entities, as Science Olympiad owns the name "Science Olympiad" and its logos all the rights that go along with the competition.

**Unacceptable Scenario 3** - A school, state organization or member team decides to film and/or produce its own show intended for sale (e.g., to a cable network, TV network or film producer) based on its involvement with Science Olympiad. This is not allowed without the prior express written approval of Science Olympiad. Ideas may be proposed to Science Olympiad for consideration.

**Unacceptable Scenario 4** - A student brings a recording device (a camera phone, a microphone, any digital recording device, whether sound, still or video) into a tournament event and uses those images for a competitive advantage (such as selling the information to a team advancing to the next level; passing the information along to another team; giving the protected content to a rival science competition or publishing entity). Any proof of this kind of activity will disqualify a student from Science Olympiad for a period of time determined by the State Science Olympiad organization in which the prohibited activity occurred, with ultimate oversight by the Science Olympiad National Executive Board.

**Unacceptable Scenario 5** - Anyone associated with Science Olympiad decides to write a book, book outline, treatment, script, screenplay or play about actual events or people in Science Olympiad, at a Science Olympiad competition or regarding Science Olympiad in any way without the express written permission of Science Olympiad. Please submit all requests to use Science Olympiad in any original works to the national office for consideration.

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**Use of the name "Science Olympiad"** - In any promotions, stories, media, web sites, or anywhere at all, Science Olympiad must be stated in its original and entire form; not "the Olympiad" or "Olympics of Science," etc. Everyone associated with Science Olympiad needs to be aware of the special circumstances involved with using the name Science Olympiad. In 1989 and again in 2000, we received special approval to use the term "Science Olympiad" without infringement by the United States Olympic Committee Education Committee. The legal language from the United States Olympic Committee legal team bears repeating:

- Science Olympiad will use the mark Science Olympiad in its entirety in all advertising and promotional materials for its science competitions including any Internet web site and will not use the mark OLYMPIAD by itself or in combination with any term other than SCIENCE.
- Science Olympiad will not use the mark Science Olympiad in (a) connection with the 5-interlocking ring design known as the Olympic Symbol, or with the words OLYMPIC, OLYMPIAN, CITIUS ALTIUS FORTIUS, GO FOR THE GOLD, or in connection with combinations or derivations thereof, or with any torches, wreaths, or athletes, or (b) in any

other way which would tend to create an association with, or sponsorship by, the USOC, the U.S. Olympic Team, or the Olympic Games, or (c) in connection with athletic competitions, athletic exhibitions or with any other goods or services other than its science competitions.

- Science Olympiad will not federally register the mark SCIENCE OLYMPIAD or any other mark containing the protected OLYMPIAD, OLYMPIC or other Olympic indicia.
- Science Olympiad will not object to the USOC's using, seeking to register, registering, licensing, or otherwise authorizing others to use any Olympiad-related marks for any goods or services.
- Science Olympiad will use its best efforts to ensure that the teams participating in its science competitions do not use the Olympic Symbol of derivations or simulations thereof and otherwise comply with the provisions of item 2 above.

All questions should be directed to:

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