



BBB[®]
Serving Central East Texas

Kay Robinson
Student of Integrity Scholarship

Guide Form



The Prize	The Better Business Bureau Education Foundation of Central East Texas is proud to announce the Kay Robinson Student of Integrity Video Scholarship program. This program recognizes a college-bound Senior who personifies high ethics as demonstrated through their creative talents in creation of a 30 to 60 second video, as well as their overall personal integrity and academic history. The FIRST PLACE WINNER will be awarded a \$3,000 scholarship to an accredited college or university. The SECOND PLACE WINNER will be awarded a \$2,000 scholarship to an accredited college or university. The THIRD PLACE WINNER will be awarded a \$1,000 scholarship to an accredited college or university.
Guidelines	Applications and videos will be accepted only from high school students who will be seniors in the 2017-2018 school year. The applicant must continue his/her education at an accredited college or university. The recipients of the textbook scholarships will be honored at the 2018 BBB Annual Assembly (March 6, 2018) and the funds will be distributed directly to the school of higher education upon verification of student's enrollment.
Selection Process	Entries for BBB Kay Robinson Student of Integrity Video Awards will be judged by the community through YouTube, and will be narrowed down by an independent panel selected by the BBB consisting of business and community leaders. Judges will select the scholarship recipients based on the video's creativity, originality, relativity to the BBB Scam Tracker Program (see URL below for more details) , and the ability to inspire, in addition to the personal integrity, and academic accomplishments of the applicant. Decisions of the judges are final.
Deadline	Applications and videos are due to the BBB office by Friday, February 16, 2018 (4pm) and winners will be notified by Friday, February 23, 2018. Winners will be recognized at the 2018 BBB Annual Assembly on Tuesday, March 6, 2018.

Scholarship Award Criteria and Documentation

Leadership

For presentation purposes at the award ceremony, describe any extracurricular, work, or school related activities. Include awards/honors or officer positions held. Describe your post-secondary education plans. Describe any awards received relating to your academic achievement. Provide your name and information in a small essay format, single spaced on 8.5" X 11" page.

Academic

Enclose a copy of your most recent transcript. A minimum 3.0 GPA is required.

Video Rules

The video must be related to the [BBB Scam Tracker: https://www.bbb.org/news-release-bbb-scam-tracker/](https://www.bbb.org/news-release-bbb-scam-tracker/). **The video should describe the purpose, the impact, the use of, and what it means to the public today – the more researched, the more creative, the more information provided – the better.** The submitted video must be at least 30-seconds long, but may not be longer than 60-seconds. Only one video submission will be allowed per entrant. The video cannot have been submitted previously in a promotion or contest of any kind or exhibited or displayed publicly through any means previously. The video must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous. The video must not contain material that promotes bigotry, racism, hatred or harm against any group or individual, nor can it promote any particular business in the community or individual industry (type of business). The video must not contain material that is unlawful, or in violation of copyright and privacy laws. Any and all music used in video must not violate any music or lyric copyrights. By submitting a video to the contest, you grant the BBB serving Central East Texas a royalty-free, irrevocable right to reproduce, publish distribute, perform, display, create derivative works of the submission, or otherwise use the work for BBB purposes, and authorize other BBB locations in the U.S. to do so.

Eligibility and Requirements

- This scholarship is open to students in the [BBB of Central East Texas 19 counties service area – Anderson, Camp, Cherokee, Franklin, Gregg, Harrison, Henderson, Marion, Morris, Panola, Rains, Red River, Rusk, Shelby, Smith, Titus, Upshur, Van Zandt, and Wood counties](#).
- Entry should include the completed entry/application form, a letter of recommendation from a current or past teacher, copy of your most recent transcript, and video copy. Each letter of recommendation should be 300 words or less on one 8.5" x 11" page, single spaced.
- Family of BBB staff and Board Members are not eligible to apply.
- [Please retain a copy of your completed video](#). All submitted videos become the property of the Better Business Bureau of Central East Texas (BBB) and cannot be returned.
- In compliance with BBB privacy policy, the BBB of Central East Texas will use any personal information you provide only for the purpose for which it was submitted.
- Please take care not to focus on brand name products or logos (e.g. Starbucks, Coca-Cola, etc.) in your video. Any display or reference to brands, logos etc. must be incidental, non-promotional, and not infringe on any copyright or trademark rights.
- If you are under 18 years of age at the time of submission and you are the chosen winner, you will need to have a parent or legal guardian complete the consent and release form, provided by the US Department of Education. You may obtain this form online, or you may request the release form from the BBB office. If anyone is used in the video that is under 18 years old, you will also need to have his/her parent's or legal guardian's permission in writing or release form completed. *See BBB contact information on the application form.*
- If the BBB cannot contact the winner for any reason within fourteen days of announcing the contest winner, the winner will forfeit the prize and the prize will be awarded to an alternate. So please ensure contact information is correct and legible on your submission form.

APPLICATION: 2017 – 2018 Student Ethics Video Scholarship

Official Deadline for submitting entries is **Friday, February 16, 2018.**

Please print or type the following:

Student Name _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Email** _____

Date of Birth _____ **Current Cumulative GPA** _____

High School _____

School Phone _____ **Graduation Year** _____

Post Secondary Education Plans to Attend a: ___ 2 year school or ___ 4 year school

PLEASE MAKE SURE YOU HAVE INCLUDED ALL OF THE FOLLOWING:

- Completed Application**
- Letter of Recommendation from Teacher**
- Copy of your current high school transcript**

VIDEO FORMAT & INSTRUCTIONS:

Format: Videos from digital cameras, camcorders, and phones are all acceptable if they're in: .wmv, avi, .mov, or .mpg format.

Upload Video Instructions: Go to www.wetransfer.com and send all files to scholarships@easttexas.bbb.org. If under age 18, make sure you get your parent's permission before setting up your account.

Mail the completed application and all documentation. Deadline is February 16, 2018. Please single space all documentation. Or you may email videos and documents to mjones@easttexas.bbb.org.

Mail: BBB of Central East Texas
Attn: Scholarship Committee
3600 Old Bullard Rd. Bldg. #1
Tyler, TX 75701

Phone: (903) 581-5888

By submitting this form, I hereby certify that the statements contained in this application are true, accurate, and complete. I understand and agree that any scholarship funds I receive from BBB of Central East Texas Education Foundation must be used for educational purposes only, and that I will provide proof of such use if requested.



All essays become the property of the BBB.

All judging decisions are final.

BBB retains the right to make program changes at any time.

Winner name and essay may be released to the public and news media for promotional purposes.

Application must be completed for consideration.

Recipient of this scholarship must be willing to attend the BBB Annual Assembly Dinner, March 6, 2018. Parent(s) or legal guardians to recipient are allowed to attend.



Signature of Student _____ **Date** _____

Privacy Statement: In compliance with the BBB Privacy Policy, the BBB of Central East Texas will use any personal information you provide only for the purpose for which it is submitted.