



Eight Key Questions Song

Official Contest Rules

Ethical Reasoning in Action: The Madison Collaborative advances JMU's mission to prepare students to be "educated and enlightened citizens who lead productive and meaningful lives." Using an eight key question (8KQ) approach to provide a unifying ethical reasoning framework, *Ethical Reasoning in Action* strives to not only promote the integrity that the JMU community values, but also to equip future graduates to effectively engage with the ever-changing and complex society that awaits them. To that end, *Ethical Reasoning in Action* seeks to "elevate the campus-wide understanding and discourse on ethical reasoning."

Ethical Reasoning in Action needs your help to ***deepen the discourse!***

How?

Ethical Reasoning in Action is proud to sponsor the **Eight Key Questions Song Contest**. This is a contest in which JMU students can participate by submitting an original song that incorporates each of the 8KQ. The purpose of this song contest is to stimulate recall of the 8KQ among the entire JMU community (students, faculty, staff, alums, visitors). To that end, the song should be a catchy tune that stays with the listener. **We need an ear worm!**

What?

- A song contest.
- An opportunity to further enhance the JMU experience for you and your contemporaries.
- A chance to win prizes!*
- 1st place - \$1,000
- 2nd place - \$500
- 3rd place - \$250
- Top ten finalists will receive a t-shirt

***NOTE:** One prize will be awarded to each winning entry (not to each student who contributed to a winning entry). All cash prizes are applied to the winning student's/students' account(s). Excess funds are refunded to the student(s).

Interested? First, read the following technical stuff:

CONTEST GUIDELINES

What is an eligible entry?

To be eligible for judging, a song entered in the contest (hereafter “Entry”) should meet and will be evaluated on the following content and technical requirements:

Appropriateness:

- Entrants will create a video (preferable) or audio recording and upload it to the entrant’s personal YouTube or Vimeo account prior to the deadline.
- Entry must include all 8KQ, but **SHOULD NOT REFERENCE “MADISON COLLABORATIVE” OR “MC.”**
 - **Fairness** (*How can I act equitably and balance legitimate interests?*)
 - **Outcomes** (*What achieves the best short- and long-term outcomes for everyone?*)
 - **Responsibilities** (*What duties and/or obligations apply?*)
 - **Character** (*What action best reflects who I am and the person I want to become?*)
 - **Liberty** (*How does respect for freedom, personal autonomy, or consent apply?*)
 - **Empathy** (*What would I do if I cared deeply about those involved?*)
 - **Authority** (*What do legitimate authorities (e.g. experts, law, my religion/god) expect of me?*)
 - **Rights** (*What rights (e.g. innate, legal, social) apply?*)
- Entry should be no longer than 3 ½ minutes.
- Entry must be an original work not previously submitted in any promotion of any kind or displayed publicly through any means.
- Entry must follow these content restrictions:
 - Entry must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity, or intellectual property rights, or that constitutes copyright infringement.
 - Entry must not contain brand names or trademarks other than those owned by the entrant(s).
 - Entry must be void of material or language that is unlawful, inappropriate, indecent, obscene, foul, coarse, crude, hateful, defamatory, slanderous, or libelous.
- Entry must be performed by a member of the submitting team (i.e. one of the students associated with the submission), all of whom must be JMU students.
- Each entrant (i.e. every student associated with the entry) must provide content and media release consent via an [EIGHT KEY QUESTIONS SONG CONTEST ENTRY FORM](#).

Creativity/Originality:

- Entry should demonstrate creativity in design, as well as execution.

Effectiveness/Entertainment Value:

- Entry should embrace the purpose, spirit and intent of the contest.
- Entry should include a catchy chorus that serves as a memorable “jingle.”
- Entry should be entertaining and appealing to the target audience (JMU community).
- Entry audio should be well-balanced and easy to hear.
- Entry should be easy to learn and easy to sing.

When is the deadline for a submission?

Submissions will be accepted from December 15 through February 5 @ 11:59pm. Online voting for the JMU community begins February 7 at 8:00am and ends February 12 at 11:59pm. Anyone with a valid @dukes or @jmu email address may vote for one song entry during the voting time period. JMU community votes will account for 40% of each contestant’s score. The other 60% will be determined by a panel of judges. The winner and two runners’ up will be announced no later than March 1.

Eight Key Questions Song
Official Contest Rules
Continued

Who is eligible to participate?

All contest participants must be James Madison University students.

How are submissions judged?

Each song submission will be judged through peer-voting (40%) and by a seven-person panel of objective reviewers (60%) to include a JMU School of Music faculty member, two members of the *Ethical Reasoning in Action* team and four JMU students* who will evaluate and score each **valid**** submission using the following 100-point scale:

- ***Appropriateness of Submission (40 points)***
- ***Creativity and Originality (20 points)***
- ***Effectiveness/Entertainment Value (40 points)***

How do I submit my entries?

- Each song submission should be uploaded to the entrant's personal YouTube or Vimeo account and a link to the video provided as part of the registration. The entry may be a video (preferable) or audio recording.
- Group submissions are permitted, however **EACH ENTRANT** must submit an [EIGHT KEY QUESTIONS SONG CONTEST ENTRY FORM](#) for **EACH SONG ENTRY**.

How many times may I enter?

Individuals may be a participant in a maximum of **three** unique submissions. (As stated above, a unique [EIGHT KEY QUESTIONS SONG CONTEST ENTRY FORM](#) must be submitted for each entry.)

Who do I contact with questions?

If in doubt, seek us out: mc@jmu.edu.

Ethical Reasoning in Action and its panel of judges (described above) reserve the right, in their sole and absolute discretion, to disqualify any entry that does not comply with these Official Rules, or contains third party content, or is inappropriate for any reason. *Ethical Reasoning in Action* also reserves the right to cancel or modify this contest in the event that an insufficient number of valid entries are received.

**Any student-member of the judging panel is ineligible to compete in the contest.*

*** Valid submissions are those in compliance with all contest rules.*