



**The 1st Annual
UNTOLD NEWS AWARDS 2014
ISRAEL INVENTS. THE WORLD BENEFITS
APPLICATION**

This application is to be filled out by nominators. A separate application will be provided for applicants who are applying directly.

Award Information

The First Annual Untold News Awards will be presented to three Israeli science and technology inventors who have demonstrated outstanding innovation for the benefit of the world. As a non-profit organization, Untold News has created this award to spread the good news coming out of Israel. This application must be submitted for an inventor to be considered for an award. Winners of the awards will be invited to attend the First Annual Untold News Awards Ceremony at the Harmonie Club in NYC on November 12th, 2014. Recipients will also participate in a short meet and greet media tour to Boston, Philadelphia and Washington D.C. following the NYC event.

All nominators and applicants should carefully review the awards criteria and rules (available on the Untold News website) prior to submitting an application.

Application Deadline

Completed applications and all supporting materials must be received on or before 12AM, Eastern Daylight Time, on August 29th, 2014. (The deadline may be extended at the sole discretion of Untold News.)

Applications and supporting materials may be submitted electronically to contact@untoldnews.com.

Eligibility

Nominees must:

- Be in the category of science and technology.
- Be Israeli citizens currently working in Israel.
- Be endorsed by 2 faculty members of an Israeli university or scientific institution (1 of whom MUST be a dean of science or technology).
- Be inventors whose inventions are in the test-marketing phase or beyond.
- Have sufficient command of the English language to be able to be interviewed in English.

- Own all rights to the nominated invention. If co-inventors own rights to the nominated invention, or if such rights are owned, in whole or in part, by, or have been licensed to, a university or other third party, the identity of all such co-inventors and other parties must be fully disclosed in the application. If there are co-inventors of a nominated invention, all co-inventors must appoint a single group representative to represent them at the awards ceremony and other events. The award will be shared equally by all co-inventors, or as they may otherwise agree as disclosed in the application.

Other Requirements:

- The invention may not have already been featured in major US national media, including but not limited to NYT, WSJ, CBS, NBC, NPR, CNN, FOX, MSNBC, CNBC.
- Winners must be able to travel to NYC for approximately one week to be present at an event on November 12th at the Harmonie Club, and to visit US cities such as Boston, Philadelphia, and Washington D.C. after the New York City event. Coach airfare and hotel accommodation will be provided at the discretion of Untold News. A Per Diem will be provided for food. Certain restrictions apply, see untoldnews.org for more information. Nominees must make themselves available for media interviews by phone and in person during their trip.
- All entrants release Untold News and its affiliates, subsidiaries, directors, trustees, officers, employees, agents and all others associated with the development, judging, promotion and execution of the awards from any and all liability from injury, loss or damage of any kind resulting from participation in the competition, travel to or within the U.S. in connection with the awards or related events or acceptance or use of the awards.
- Untold News makes no warranty or representation regarding the prizes to be awarded, and each winner must agree to accept the prize “as is”.
- Void where prohibited by law. All U.S. federal, state and local and Israeli laws and regulations apply.
- Untold News shall have the unlimited right to use the name, picture, likeness and city and country of residence of each winner of the awards and each nominator for purposes of trade, publicity or promotion in connection with the awards, in all print and electronic media.
- In its sole discretion, Untold News may elect to modify the criteria for making awards. Notice of any such modification will be posted on the Untold News website prior to the date on which winners of the awards are notified.

Nominators must:

- Be faculty members of an Israeli university or scientific institution (1 of whom MUST be a dean of science or technology).

- Ensure that no more than 3 people are nominated per university.
- Complete this application on behalf of the nominee. Only one application need be submitted for each nominee.
- All nominators will be identified in event press materials and will be mentioned at the awards ceremony.

Untold News, in its sole discretion, reserves the right to accept or reject any application.

All media interviews must be scheduled through Mouth Public Relations, LLC (www.MouthPublicRelations.com), the PR agency of Record handling the event on behalf of Untold News.

Selection Process

Winners of the awards will be selected by a panel of jurors selected by Untold News. In their sole discretion, the jurors may elect not to make any awards, or to make fewer than 3 awards. Applications will be assessed based on how well the essay questions are answered. In addition, the selection committee will assess applicants based on how influential their invention is and how it impacts the world. The decisions of the jurors will be final.

Timeline

Submissions end at 12AM, Eastern Daylight Time, August 29th, 2014

Winners selected by the jurors will be notified by email and/or phone. Potential winners once contacted may be required, in the sole discretion of Untold News, to complete and return an affidavit of eligibility and liability/publicity release (“Affidavit and Release”). If a potential winner cannot be contacted within ten (10) days after the first attempt to contact them, or fails to sign and return an Affidavit and Release within fifteen (15) days of being notified, such winner may, in the discretion of Untold News, be deemed ineligible and disqualified. In such event, Untold News may, but is not required to, notify an alternate winner.

*Untold News Award Ceremony November 12th, 2014 at the Harmonie Club, NYC
US City Tour following: Boston, Philadelphia, Washington D.C.*

Application Checklist

Please submit the following as e-mail attachments. You do not need to include the information and guidelines (pages 1-4).

Submissions may be sent to contact@untoldnews.com

____ Application Cover Sheet

____ Essay in English of 1,000 words or less

____ 3-5 Photos (Videos are also welcome.)

Essay Component

1,000 words or less in English; Please submit one essay as a separate Word document (.doc). Essay should address the following three questions.

- *Why is this inventor and/or invention worthy of US media attention?*
- *In what way does (or will) this invention have a major impact on the world?*
- *On what basis does your University/Institution think that the inventor can be a role model to others around the world?*

Checklist: *Does the essay contain the following recommended elements?*

- ✓ Description of the invention in language that the general public can understand.
- ✓ Specific examples of how the invention is or will be used in the world markets.
- ✓ An explanation of how this invention is unlike others in its field, or how it has surpassed previous technological developments.
- ✓ Who will most benefit from the inventor as a role model?

Photos

Please provide 3-5 high quality photos (or videos) that best describe the work or invention for marketing/PR purposes.

Thank you for applying!

UNTOLD NEWS AWARDS 2014
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APPLICATION
COVER SHEET

Nominee Name: _____

Address: _____

Phone Number: _____

E-mail: _____

Invention Name: _____

[If there are co-inventors, please provide the above information for each co-inventor and indicate the proportions in which the co-inventors would share any award. Also indicate the person chosen to represent the group of co-inventors].

If any university, commercial entity or other third party not named above is a licensee of, or otherwise has rights to the nominated invention, please disclose such information below:

Name: _____

Contact Person: _____

Description of relationship with Nominee:

Nominator #1: _____

Address: _____

Phone Number: _____

Position within

University/Institution: _____

E-mail: _____

Nominator #2: _____

Address: _____

Phone Number: _____

Position within

University/Institution: _____

E-mail: _____