



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

This application is to be filled out by individuals who are applying without a university nomination. A separate application will be provided for university nominators.

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 applicants and persons providing references 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

Applicants must:

- Be Israeli citizens currently working in Israel in the category of science or technology.
- Submit references from two experts in their field (these can be professors, employers, colleagues, or others in a position to understand and communicate the significance of the invention).
- 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.

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.)

Your two references must each separately submit the attached reference form and letter to Untold News as email attachments. Please ask them to submit materials to us at contact@untoldnews.com.

Application

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 your invention worthy of US media attention?*
- *In what way does (or will) this invention have a major impact on the world?*
- *On what basis do you think that you 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

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 Applicant:

Reference #1: _____

Title: _____

Address: _____

Phone Number: _____

E-mail: _____

Relationship to Applicant: _____

Reference #2: _____

Title: _____

Address: _____

Phone Number: _____

E-mail: _____

Relationship to Applicant: _____

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APPLICATION
APPLICATION REFERENCE

Please fill out this cover sheet and return electronically to Untold News at contact@untoldnews.org, along with a brief essay as described below.

Name: _____

Title: _____

Address: _____

Phone Number: _____

Relationship to Applicant: _____

E-mail: _____

How long have you known the applicant? _____

Please briefly describe your relationship with the applicant: _____

Please write one brief essay (1,000 words or less) answering the following questions:

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