

World Music Therapy Day 2018 – Meme Competition sponsored by the World Federation of Music Therapy

Competition Rules and Guidelines

No purchase or payment is necessary to enter this competition. This is an open competition and membership in the World Federation of Music Therapy is not required to submit an entry, although members are welcome to enter. By entering the competition, the entrant agrees to abide by the competition rules and guidelines, and to accept the judges' decisions, which will be final.

This competition is sponsored by the World Federation of Music Therapy with the purpose of generating and disseminating memes that promote music therapy by increasing global awareness and understanding of the profession. The prize for the winning meme designer is donated by YAMAHA.

Eligibility

All memes that cover topics of music therapy advocacy and awareness will be accepted. Memes may be submitted in any language – all memes that are submitted in languages other than English must have an English translation and brief explanation attached to the entry.

Competition Entry Process

Please submit a meme (up to five per person) representing music therapy to northamerica@wfmt.info. Three judges will determine the accuracy and appropriateness of the meme. All accepted memes will be posted to the World Federation of Music Therapy Facebook page. The panel of judges will determine the winning meme from the three memes that receive the most shares and reactions (like, love, laugh, cry, surprise) on Facebook between the opening and closing of the competition.

Entrants will receive email communication regarding the status (approved/denied) of their memes. For memes to be approved, they **must be original** and meet the criteria outlined below. Offensive/obscene/lewd/misrepresentative memes will not be approved for entry into the competition.

World Music Therapy Day Meme Criteria

Originality – How unique the meme is, including use of original images or original editing of images. Remember to ensure that existing images used are available for reuse without any copyright infringement.

Level of Insight – The extent to which a meme conveys lesser-known and accurate music therapy facts to the public.

Importance – The relevance of the issue addressed by the meme to music therapy awareness and advocacy around the world.

Comedic Impact – How humorous the meme is (cultural contexts will be considered)

Deadlines

January 21, 2018 – Contest opens. Begin submitting memes for approval.

February 1, 2018 – General voting begins on World Federation of Music Therapy Facebook page. Memes will be posted on an ongoing basis.

February 19, 2018 – Voting and submitting end at 11:59pm EST

February 27, 2018 – Announcement of winners

March 1, 2018 – Blast winning memes on social media

Voting Process

Voters may vote for memes by ‘liking’, ‘loving’, ‘laughing’, ‘crying’, or ‘being surprised’ and may vote for as many memes as they wish. Voters may also vote for a meme by ‘sharing’ it on Facebook (via the share button), allowing each voter a maximum of two votes per meme. Each response (received directly on the WFMT Facebook page) counts as one vote, regardless of which reaction is chosen.

Sharing on Social Media

Memes that are accepted and posted to the WFMT Facebook page may be shared on individual social media channels (including FaceBook, Instagram, Twitter, Pinterest). All individuals are encouraged to use #WorldMusicTherapyDay when sharing.

Judging

A panel of judges will determine the winning meme from the top three memes (based on reactions and shares on the Facebook page). Their decision will be based on the following criteria:

Creativity of the Meme – 50%

Quality of the Meme’s Message – 45%

Amount of votes the meme received – 5%

The winner will be announced on February 27, 2018 on the World Music Therapy Day website and notified through email. The top three memes will be blasted on various social media on March 1, 2018 - World Music Therapy Day.

Panel of Judges

Anita Gadberry, WFMT Secretary

Angela Harrison, WFMT Public Relations Officer
Bronwen Landless, WFMT North America Regional Liaison
In addition, WFMT council members from countries/languages represented by specific memes submitted will be invited to provide input on initial approval of these memes and on the top three memes, as appropriate.

Prize

Yamaha EZ 220 Keyboard generously donated by YAMAHA.

Terms and Conditions

By entering the World Music Therapy Day meme contest, you agree that:

- Your meme may be shared online and in other formats by the World Federation of Music Therapy and other social media users.
- The judges' decision is final, as are all competition deadlines.
- It may take a few months to receive the prize of the EZ 220 Keyboard based on shipping and handling/customs requirements and the winner's country of residence.