



Kids for King Education Initiative 2009

RULES & GUIDELINES



The **Kids for King Education Initiative** is a partnership between the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. (“Memorial Foundation”) and The Travelers Companies Inc. The Initiative is designed to educate and inspire young people regarding the legacy of Dr. King and the importance of the national memorial being built on the National Mall in Washington, DC. The ultimate goal is to instill in participants a positive association with the ideals of Dr. King—democracy, justice, love, and hope. The Kids for King Education Initiative provides curriculum to teachers, parents, and students regarding these four ideals of Dr. King’s legacy. The Initiative then invites participants to demonstrate, through essay, art, or video, their understanding of the four ideals—democracy, justice, love, and hope—as well as how they plan to carry the legacy forward. The Kids for King Education Initiative is open to all U.S. residents who attend public, private, charter, Department of Defense, and home schools and are in grades 3-12. The 50 finalists from the 2006 Kids for King Essay Program will not be eligible to win. Entries will be judged in the following Grade Groups and Format Categories.

Grade Groups

- Grades 3-5 (children who attend home schools who fall within the ages of 7-10 as of March 31, 2010 will be judged in the Grades 3-5 Grade Group)
- Grades 6-8 (children who attend home schools who fall within the ages of 11- 13 as of March 31, 2010 will be judged in the Grades 6-8)
- Grades 9-12 (children who attend home schools who fall within the ages of 14-18 as of March 31, 2010 will be judged in the Grades 9-12 Grade Group)

Format Categories

- Essay
- Art
- Video

Judging Process

Of all entries submitted, 25% will be randomly selected from each grade group and category and will be judged. Nine National Finalists—one in each Grade Group and Format Category—will be selected, based on the submissions that best demonstrate the student’s understanding of Dr. King’s views of the four ideals of democracy, justice, love, and hope, as well as how the student plans to carry the legacy forward. The nine National Finalists will be invited to attend the Fall 2010 Kids for King Education Initiative recognition ceremony in Washington, DC. Complimentary meals, travel, and hotel accommodations will be provided for each student and a parent/chaperone.

How to Enter

On-line

Participants may enter by visiting www.KidsForKing.org and print a PDF of the Kids for King Entry Form. Please provide all requested information on the Entry Form including, but not limited to, the individual’s name,

mailing address, email address, telephone number, name of parent/guardian, and the correct Grade Group and Format Category.

Off-Line

Participants can request a Kids for King Packet and Entry Form to be mailed to them by calling 1-888-4-THE DREAM (888-484-3373) or visiting www.KidsForKing.org. When the participant receives the Packet, please provide all requested information on the Entry Form, including, but not limited to, the individual's name, mailing address, email address, telephone number, name of parent / guardian, and the correct Grade Group and Format Category.

By submitting the entry, participants acknowledge the right of the the Washington D.C. Martin Luther King, Jr. National Memorial Project Foundation, Inc. and The Travelers Companies Inc. to publish, exhibit, and/or market the submission. *A participant may submit one entry in one grade group and one submission format category only. NO GROUP ENTRIES.*

What to Enter

Participants are asked to communicate what they have learned about Dr. King's ideals-democracy, justice, love, and hope as well as how the student plans to carry the legacy forward. Participants may express their thoughts through the following category formats:

- Essay
- Art
- Video

Category Format List

Essay: Please write your thoughts in a brief essay with a minimum of 100 words but no more than 500.

Grades 3-5 100 - 250 word essay

Grades 6-8 200 - 350 word essay

Grades 9-12 250 - 500 word essay

Art: Draw with any medium (pencil, water-color, crayon, oil paints, etc) on a surface at least **8x10 inches and no larger than 12x14 inches**. All art *must be mounted on a black poster board no larger 18 x 24 inches for submission*.

Video: Produce a video in any format, but no more than **3 minutes in length**. The video must be transferred to a DVD. Be sure that submitted DVDs will play on a *consumer* DVD player. If the entry cannot be played on a *consumer* DVD player, it is subject to disqualification.

All Entries Must:

- Meet all eligibility and deadline requirements.
- Be entered in the correct Format Category and be correctly identified with the participant's name.
- Include a completed and signed Entry Form.
- Conform to all Entry Rules and Guidelines.
- Be an original work by the student.

Judging Criteria

The entries will be judged based on what best demonstrates the student's understanding of Dr. King's views of the four ideals of democracy, justice, love, and hope as well as how the student plans to carry the legacy forward. Entries will be judged based on the following criteria:

- Originality & Uniqueness
- Historical Context

- Personal Reflection
- Visionary Perspective
- Quality of Work

The decision of the judges is final.

Numerical Judging System

The numerical judging system will be based on scores given to each entry that has been randomly selected in each category and grade group by each judge serving on the blue-ribbon panel of judges. The judges will independently score each entry on a scale of 1–10 (10 being the highest score) in each of the designated criteria. The system is silent judging and the judges will not be allowed to confer with each other on any entries during the judging process. After the judges have independently scored each entry in a category, the individual judges' scores are totaled, which determines the numerical ranking of the entry within the parameters set by the criteria. The entries receiving the highest score in each age group and category will be determined as the winner in each age group and category. In case of a two-way tie, the entire judging panel will vote as a group on the winner.

The decision of the judges is final.

Point System

- 10:** Excellent! Outstanding work for that age group
- 8-9:** Above average work for the age group
- 6-7:** Average work for the age group
- 4-5:** Below average for the age group
- 1-3:** Should not be considered for selection

Where to Enter

Please **MAIL** by **March 31, 2010** all entries to:

Washington D.C. Martin Luther King, Jr. National Memorial Project Foundation, Inc
P.O.Box 2550
Forest, Virginia 24551-6550

Deadlines and Key Dates

Entries must be **postmarked** no later than **March 31, 2010**

Key Dates:

- Program will launch August 25, 2009 and end March 31, 2010
- Selection process will occur April through May 31, 2010
- Category Finalists will be notified June, 2010
- The 9 Category Finalists will be publicly announced at the Fall 2010 Kids for King Education Initiative recognition ceremony in Washington, DC.

Eligibility

The Kids for King Education Initiative is open to all U.S. residents between the ages of 6 and 18 who attend public, private, charter, Department of Defense and home schools, and are in grades 3-12) in the United States. The category for grade groups are as follows:

- **Grade 3– Grade 5 (homeschooled, ages 7-10)**
- **Grade 6- Grade 8 (homeschooled, ages 11-13)**
- **Grade 9- Grade 12 (homeschooled, ages 14-18)**

Donations are not required with the submission of either an essay, artwork, and/or video. All material and names submitted under the Kids for King Education Initiative may be used for promotional purposes, and will become the sole property of the Washington D.C. Martin Luther King, Jr. National Memorial Project Foundation, Inc. and The Travelers Companies Inc. The Memorial Foundation and Travelers reserve the rights to change and/or cancel this program for any reason without notice. The Memorial Foundation also reserves the right to void the participation of any youth it deems appropriate based upon its understanding of the outlined King for Kids Education Initiative.

Children who have a parent or sibling who is an employee, vendor, or contracted consultant (or an employee of a vendor or contracted consultant) of the Washington D.C. Martin Luther King, Jr. National Memorial Foundation Project, Inc. or The Travelers Companies Inc. are not eligible to participate.