BEASLEY MEDIA GROUP and UNLV
presents
THE MEDIA INNOVATION HACKATHON

Introduction

The BEASLEY MEDIA GROUP is a national corporation serving over 2 million customers who listen to BEASLEY media on-air, online, and via smart devices and interact with the Company through digital platforms such as Facebook, Twitter, smartphone apps, and email.

The BEASLEY MEDIA GROUP and UNLV are collaborating to offer students the opportunity to innovate in the media space through a semester-long Hackathon.

The focus of the Hackathon is the generation of commercially viable products and services that utilize existing media technology, data, and infrastructure, as well as ideation of cutting edge, transformative, and disruptive technologies that will become mainstream in the next 20 years. Areas include, but are not limited to:

a. How does media fit into smart cities (for example, smart cities gather data from multiple points, from cars, video cameras, etc. How does media play into this data collection or dissemination)
b. Alternative uses for AM and FM frequencies
c. Media innovations of the future (How does media interact with the customer. For example, app development and gamification of media, use of VR in media consumption, etc.)

Under the BEASLEY/UNLV Media Innovation Hackathon, students will submit an initial application identifying their team and providing a brief description of their innovative idea. Up to ten teams will be selected and reimbursed up to $500 for the purchase of supplies, equipment, or travel. Selected teams will be provided with a mentor from BEASLEY as well as from UNLV. Mentors have agreed to provide a maximum of one hour of mentoring time per week from the starting date of October 22 through the December 21 deadline. Selected teams will report out once per month until December 1 via a brief written report in substantially similar format as the one attached as Exhibit A. A committee consisting of BEASLEY MEDIA employees and UNLV employees will determine the winners based on the final report and presentation, and an awards ceremony will be held the second week of December during which the top three teams will be announced. Placing of the top teams will occur at UNLV's CES booth (NOTE: A majority of team members must be available to showcase their innovation during CES and be present during the awards ceremony) with cash awards as follows:

1st place - $5,000

2nd place - $2500

3rd place - $1000

Additionally, BEASLEY and UNLV may issue up to five (5) additional research and development awards, whereby one or more of the top three teams will receive additional funding from BEASLEY to develop their winning innovation into a commercially viable product.

BEASLEY MEDIA will own any and all intellectual property rights students may have in innovations contained in applications submitted under this program as well as those developed in the course of connection with this HACKATHON pursuant to an agreement between the student and BEASLEY MEDIA.

As partial consideration for BEASLEY's ownership of student innovations and certain rights in and to UNLV intellectual property, BEASLEY will pay a royalty of up to 2% for any commercialization of products or services for which the assigned or controlled intellectual property covers.

I. <u>Student Eligibility</u>

A complete application packet that meets the criteria outlined below is required to be considered for the BEASLEY/UNLV Media Innovation Hackathon.

- A. Eligibility at time of application: In order to apply to and be considered for the Hackathon, teams shall meet the following guidelines:
  - a. Each student shall be in good standing with UNLV.
  - b. Each team must have at least three but no more than six students (Although not required preference will be given to teams that consist of more than one discipline, for example, a student with an Engineering Major and a student with a Communications Major).
  - c. Where required, all approvals for the ethical conduct of research and safety in research must be obtained for the project being conducted prior to initiating the research project:
    - i. RMS training for research safety
    - ii. IRB approval for work with human subjects
    - iii. IACUC approval for work with animal models
- B. Additional requirements:
  - a. Each student must be available to discuss their project at the Consumer Electronics Show in January 2019.
  - b. Each team and their Faculty mentor must submit a brief final report to the UNLV Office of Economic Development.
    - i. The deadline to submit the final report is Friday, December 21, 2018.

II. <u>Deadlines</u>

The application for the HACKATHON opens September 24, 2018 and closes October 5, 2018 at 5:00pm. Decisions will be announced by October 22, 2018.

III. Fraudulent Documentation Submission

All applications must be the original work of the applicants. Repeat or duplicate applications, and applications with sections duplicated from any other application will not be considered. The presentation of false or otherwise incorrect information will lead to immediate disqualification.

IV. Required Application Items

Application materials should be submitted through by email to our@unlv.edu from the applicant's UNLV Rebelmail email account. All parts of the application must be thoroughly completed, and all required items in Sections 1-3 below must be saved as a *single* PDF and included as an email attachment. Section 4 (faculty research mentor letter of recommendation) may be included in the PDF with the other items in Section 1-3, or sent by your research mentor separately to our@unlv.edu. *Applications missing any component are considered incomplete and therefore will not be considered*.

Section 1: Cover Page
A completed, signed, and dated cover page must be included in your application. The cover page can be found at the end of this document.

Section 2: Statement of Purpose (2 page maximum)
A strong Statement of Purpose is coherent, well-organized, and includes the following:
- A concise summary of the media innovation the team will be working on.
- An explanation of the significance of the project to the media industry, UNLV, and the community.
- An explanation of each team member's role (as part of the team) in the project the team will be working on (*e.g*., your contribution to the design, methods, data collection, etc. of the project).
- A discussion of how this Hackathon will benefit each team member's academic progress, goals, and extramural activities.

Section 3: Your Current *Curriculum Vitae* (CV)
A *curriculum vitae*, or CV, is an academic resume that details your academic and research training, experience, and accomplishments.
- The UNLV Office of Undergraduate Research offers fillable CV templates on their website for STEM, Social Science, and Fine Arts students.

Section 4: Faculty Letter of Support (2 page maximum)
One letter of recommendation and support from a faculty mentor is required. Additional letters of recommendation will not be accepted. This letter can be included in your application packet and uploaded as a single PDF with the materials in Sections 1-3, or sent by your faculty mentor at our@unlv.edu.

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BEASLEY/UNLV Media Innovation Hackathon Cover Page

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Please read this page thoroughly and initial next to each of the eligibility criteria to indicate that you understand and agree to these criteria. Your faculty mentor must also carefully review this document, and both you and your mentor must sign and date the document in the designated space below prior to uploading it with your application materials. This signed and dated page must be included in your application packet in order to be considered for the Hackathon. Incomplete applications or applications that are missing the signed cover sheet will not be considered.

Initials   Eligibility Criteria

_____   I understand that I must be a student at UNLV in good standing.

_____   I have obtained or will obtain IRB or IACUC approval prior to conducting any research for this project that involves human subjects or experimental animals.

_____   I have completed or will complete RMS safety training prior to conducting research for this project (for projects involving hazardous materials only).

_____   I understand that recipients of this award are required to present their work at the following event: Consumer Electronics Show, January 2019.

_____   I understand that recipients of this award are required to submit a final research report to UNLV's Office of Economic Development.

_____   I understand that, BEASLEY MEDIA will own, pursuant to a separate agreement, any and all intellectual property in innovations contained in this application submitted under this program as well as those developed in connection with any follow-on project.

Applicant Agreement:

I attest that all of the above information, and information contained in the attached application packet, is true and complete.

Applicant Signature: _____   **Date**: _____ / _____/ _____

Applicant Name (printed): _____

Faculty Research Mentor Agreement:

I have read the above information and agree to provide oversight to the applicant during the course of the project for which this application is submitted. I agree that all required permissions for the ethical treatment of research subjects, experimental animals, and safety training will be completed prior to initiating this project. I agree to submit a final report on the progress of this project to UNLV's Office of Economic Development.

Faculty Mentor Signature: _____   **Date**: _____ / _____/ _____

Faculty Mentor Name (printed): _____

Team Name (if one exists):

Team Member Names:

Title of Project:

Reporting Month:

Progress made to date:

Progress made since last reporting Month: