

CEA Study Abroad Spring 2020 MOJO Program Official Rules

Your study abroad adventure is just around the corner! Share your journey of the people you meet, classes you take, and new cultures you experience by becoming a CEA Mobile Journalist (MOJO), Blogger, Photographer and Videographer. We'll feature the blog posts you write, photos you capture and videos you take on your study abroad journey across CEA's blog and digital marketing channels!

Benefits of the MOJO Program

- Build your resume and creative portfolio for professional endeavors through blogs, photos and videos you have created
- Increase the exposure of your content and online footprint (and via CEA reposting on our social media channels)
- Channel your words, photos and videos into an online journal to capture and share your study abroad experience – helping future students navigate these waters in the process!

Compensation

CEA does not offer monetary compensation for any MOJO position and resulting deliverables at this time.

Eligibility

- The CEA Spring 2020 MOJO position is only available for students studying abroad on a CEA Spring 2020 program.
- Applicants must be students currently enrolled at a U.S. university and in good financial standing for their CEA program.
- Spring 2020 CEA students must complete an application to be considered for the MOJO position. Applicants will need to demonstrate why they want to be a Spring 2020 MOJO by providing the following within the application;
 - **Details About You:**
 - Program applying for: **Spring 2020 MOJO**
 - First & last name
 - Primary e-mail address
 - U.S. preferred phone number
 - U.S. university name
 - Major/area of study
 - Year in school
 - CEA study abroad destination
 - CEA study abroad start date
 - How did you hear about the MOJO Program?
 - Which social media or online communities are you currently active on?
 - Relevant experience
 - What type of camera would you use as a MOJO?
 - **Sample Work for Blogger Applications:**
 - Video Sample: Provide a YouTube link (update settings to "unlisted") to a 1.5-minute (maximum) video. Topic: "I selected my study abroad city because..."

- Sample Blog Post Titles: Come up with 3 samples of catchy blog post titles about topics prospective study abroad students would like to read and you would like to write.
 - Sample Post: Write a 200-400 word sample blog post with at least three original photos addressing this topic: "Favorite Parts of my Hometown." Make sure to show off your writing skills, personality, and ability to engage future readers.
- **Sample Work For Photographer Applications:**
 - Video Sample: Provide a YouTube link (update settings to "unlisted") to a 1.5-minute (maximum) video. Topic: "I selected my study abroad city because..."
 - Sample Photo Set Topics: Come up with 3 sample photo set topics that prospective study abroad students would like to read that you are interested in capturing.
 - Sample Photo set: Share a link using Dropbox or Flickr to 10 photos depicting "Your Favorite Place in the World." Make sure the photos convey what you saw, smelled, felt and tasted at that place.
- **Sample Work for Videographer Applications:**
 - Video Sample: Provide a YouTube link (update settings to "unlisted") to a 1.5-minute (maximum) video. Topic: "I selected my study abroad city because..."
 - Sample Video Set Topics: Come up with 3 sample video set topics that prospective study abroad students would like to watch and you are interested in filming.
- **How to Apply:**
 - Complete the [application](#).
 - Application materials must be received by **Wednesday, December 4, 2019**.
 - Selected CEA MOJO applicants will be notified by **Friday, December 20, 2019**.
- Mandatory training required to take part in the MOJO program will take place prior to MOJO study abroad program departure. Training will be conducted via Skype and cover topics like instructions and expectations.
- All submitted work (content, photos, video) produced by CEA MOJOs must be completely original and not appear elsewhere. Any work copied or plagiarized will be disregarded and will immediately disqualify the MOJO from their role.
- Submitted work must not glorify excessive drinking, dangerous activities, nudity, inappropriate language, or disparage or show disrespect toward any group, culture, or community. MOJOs must not participate in anything that would put themselves or others in danger to complete work within this program. Additional topic guidance will be provided during training and must be followed to retain role as a CEA MOJO.

Determination of Spring 2020 MOJOs

A panel of CEA employees will review and evaluate content based on:

- Subject matter
- Quality
- Creativity

CEA is not responsible for technical difficulties and will not be liable for early, late, lost, misdirected, or unsuccessful efforts to submit content. MOJO applicants must meet all eligibility requirements prescribed for their specific program.

MOJO Blogger Responsibilities

While abroad, all CEA MOJO Bloggers must complete the following tasks.

- Using a pre-determined topic list, students will produce:
 - 5 written blog posts throughout semester
 - Each written post must include 300-500 words and at least 5 photos with captions
 - 2 video blog posts throughout the semester
 - 2-3 minutes in length
 - Other social media opportunities may be considered. These will be established at the program start time
 - 3 social media updates per week about general life abroad using #CEAabroad in all your posts on a social media channel of your choice
 - Shared on mix of Facebook, Twitter, Instagram, LinkedIn, etc.
 - 2 CEA Instagram takeovers featuring your CEA Study Abroad location.
 - One will be around your study abroad city, and the other will be during a CEA excursion or other cultural event you'd like to showcase.
 - Start by introducing yourself: Home university (tag their IG handle/their study abroad office handle in your story), major, year, name (can tag your own IG handle if you'd like), and that you're studying abroad in [CITY]
 - This intro story can be either a still photo with typed descriptions or a video
 - Think about what future students would want to see! Some ideas to get you started:
 - Academic life + learning
 - Favorite places in your city
 - Food favorites
 - Scenery
 - Your housing
 - CEA excursions
 - Anything else you feel is relevant
 - Feel free to use Instagram's Story features as you wish (polls, quizzes, reaction sliders, location tags, question boxes, GIFs, etc.)
 - Save all stories during the takeover in your respective city's Highlight (make new one if none there)
 - Please create at least five individual Stories (the more, the merrier!) per takeover

MOJO Photographer Responsibilities

While abroad, all CEA MOJO Photographers must complete the following tasks.

- Using a pre-determined topic list, students will produce:
 - 5 photo sets using pre-determined topic list and taken with a SLR camera during your time abroad;
 - Each completed set must include a minimum of 10 photos
 - Submitted photos must be 300 dpi, in jpeg format, and original hi-res files (no editing, filters, etc.)
 - 2 photo blogs;
 - Showcase a minimum of 2 of the previously mentioned sets on the CEA blog
 - Minimum 150 words describing the photos
 - 2 videos;
 - 2-4 minutes in length
 - 3 different photo social media shares each week showcasing student life while studying abroad using #CEAabroad in all posts (can be photos from daily life or photo sets);
 - Share on mix of Facebook, Twitter, Instagram, LinkedIn, etc.
 - 2 CEA Instagram takeovers featuring your CEA Study Abroad location.
 - One will be around your study abroad city, and the other will be during a CEA excursion or other cultural event you'd like to showcase.

- Start by introducing yourself: Home university (tag their IG handle/their study abroad office handle in your story), major, year, name (can tag your own IG handle if you'd like), and that you're studying abroad in [CITY]
 - This intro story can be either a still photo with typed descriptions or a video
- Think about what future students would want to see! Some ideas to get you started:
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MOJO Videographer Responsibilities

While abroad, all CEA MOJO Videographers must complete the following tasks.

- Using a pre-determined topic list, students will produce:
 - 5 sets of video clips using pre-determined topic list (lists B and C) and taken with a camera that is capable of video during your time abroad;
 - Each completed set must include a minimum of 20 minutes of footage
 - Submitted videos must be in one of the following formats;
 - File type – MP4, Quicktime, or Mpeg
 - Resolution - 1920 X 1080, 1280 X 720, or 854 X 480
 - Frames per second - 29.7 or 23.967
 - 3 edited videos with short blog post;
 - 2-4 minutes covering a pre-determined topic from Topic List A, using clips from submitted sets
 - Videos must contain at least 40% B-Roll footage (not just an interview of the same person)
 - Minimum 150-words descriptive text introducing the video in blog form
 - 3 different photo or video social media shares each week showcasing your study abroad life using #CEAabroad in all posts (can be photos from daily life or your photo sets);
 - Shared on mix of Facebook, Twitter, Instagram, LinkedIn, etc.
 - 2 CEA Instagram takeovers featuring your CEA Study Abroad location.
 - One will be around your study abroad city, and the other will be during a CEA excursion or other cultural event you'd like to showcase.
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Deadline to submit all work will be the MOJO's program end date as scheduled by CEA. (NOTE: Students must make submissions throughout your program.)

Publicity

All MOJOs agree that CEA and any advertising or promotional company that CEA selects may use MOJO names, likenesses, and additional information concerning the MOJOs, such as hometown, state, and institution for CEA's advertising purposes in any media worldwide, without further compensation. MOJOs agree that CEA may, in its sole discretion, (a) notify MOJOs' colleges that the student is participating in CEA's MOJO program, (b) send out press releases that include students participation in the program, and (c) announce the MOJOs in the CEA Study Abroad e-newsletter or through any other CEA social media. All students are required to sign a waiver of release in which CEA maintains sole ownership of all content contributed through the MOJO program. Students are not permitted to sell or modify content for uses outside of CEA.

Release

CEA assumes no responsibility for any losses, claims, damages, or injuries resulting from participating in this program.