

**BBB THOMAS J. KLINEDINST, JR. MEMORIAL  
STUDENT OF INTEGRITY AWARDS  
OFFICIAL RULES**

BBB Center for Ethics will award scholarships to high school seniors who best represent ethics and a willingness to interact thoughtfully with the concept, as demonstrated through the character, quality, and creativity of their essays.

1. **ENTRY PERIOD.** Applications in the Thomas J. Klinedinst, Jr. Memorial Student of Integrity Awards competition (the “Competition”) must be submitted by 11:59 p.m. on March 5, 2025.
2. **ELIGIBILITY.** The Competition is open to high school seniors 13 years or older who live in BBB’s 22-county service area\* and plan to continue their post-secondary education through an accredited university, college, or vocational school. Applicants who are immediate family members (child, sibling) of a BBB employee, BBB Center for Ethics Board Member, or BBB Board Member, or who live in the same household as any of these, are not eligible to enter.
3. **HOW TO ENTER.** Your entry consists of the application form and an essay, which must meet all requirements set forth in this document. *Applications and essays must be submitted electronically. If you have any problems, contact BBB Center for Ethics using the information below.*

Applicant must write an original essay addressing a provided ethics-based prompt. Essays must be submitted electronically in the application’s provided textbox. The essay should be approached as a personal reflection (not a research paper). The essay should be formatted with a title, introduction, body, and conclusion with a word count between 500 and 1000 words. Essays should engage meaningfully with the prompt’s ethical dilemma and showcase the applicant’s opinion, critical thinking skills, and understanding of ethics.

4. **ADDITIONAL REQUIREMENTS FOR ENTRY.**
  - a. All aspects of your entry must be your original work and not previously published.
  - b. You must work independently; no assistance or mentoring from teachers, parents, or others is permitted. You may not use artificial intelligence tools or programs in any manner, but you may use programs to check spelling and word count.
  - c. Citations are not required but must be included if outside sources are referenced; citations do not count toward word count.
  - d. If you are using statistics in your entry, you must cite your sources.
  - e. If anyone other than you is identified in your essay, you must also have that person’s written permission for you (i) to enter the essay in the Competition and (ii) to give BBB the right to use the essay for the purposes set forth below in 4(g).
  - f. Entries will be deemed void if, in our sole discretion, they include material that is unsafe, immoral, obscene, sexually explicit, disparaging of any racial, ethnic, religious, gender, sexual orientation, or other minority group, defamatory, infringing, in violation

of any third-party rights, in violation of any other law, or inconsistent with the image of the BBB.

- g. You hereby grant to the BBB and its affiliates and licensees the irrevocable, royalty-free, worldwide right and license, in any and all forms of media whatsoever, now known or later developed, (i) to use, publish, and broadcast your name, likeness, voice, image, and biographical information as they appear in your Student of Integrity Awards entry, and any material based thereon or derived therefrom (the "Publicity Data"), or to refrain from so doing, and (ii) to exploit the copyright in that entry, and any ancillary and subsidiary rights therein, including without limitation the right to edit, publish, use, adapt, copy, disseminate, or dispose of the entry without further compensation or notification of any kind, except as prohibited by law. Rights granted herein are only for purposes of promoting this and future Competitions and the BBB Center for Ethics, and for educational and internal BBB purposes.

You hereby waive any right to inspect or approve the manner in which BBB uses the Publicity Data or entry in connection with the above purposes, and hereby release and discharge BBB (and its officers, directors, employees, contractors, agents, and designees) from any and all claims and demands arising out of or in connection with the use, alteration, distortion, or illusionary effect of the Publicity Data or the entry, including but not limited to claims for defamation, invasion of privacy, right of publicity, or copyright infringement. You understand that you will receive no fee or payment for the use of the Publicity Data and acknowledge that BBB may take actions in reliance on your consent to the terms set forth herein.

- h. You agree to release and hold harmless BBB and its officers, directors, employees, and agents (the "Released Parties"), from any and all liability for claims, injuries, losses, or damages of any kind which you may have or which may hereafter accrue to you, resulting, in whole or in part, directly or indirectly, from participation in the Competition or any Competition-related activity or from any interaction with or downloading of Competition information; and you indemnify the Released Parties from and against any and all liabilities, losses, and damages of any kind arising in whole or in part, directly or indirectly, from your participation in the Competition, including without limitation claims that any aspect of your entry infringes or violates the rights of any third party.

5. **SELECTION AND NOTIFICATION OF WINNERS.** There will be six winners in all. All eligible entries will be judged in two rounds: in the first round by experienced BBB staff, and in the second round by an independent panel of business, nonprofit, and community leaders selected by BBB.

*Round 1.* Essays will be judged on the following criteria. Entries scoring an 80% or higher in this Round will advance to Round 2:

- The student addresses and engages meaningfully with the prompt. (20% of total score)
- The student articulates a clear opinion and supports their stance with sound reasoning/rationale. (20% of total score)
- The student demonstrates a solid understanding of ethics. (20% of total score)
- The student thoroughly assesses the personal and social ethical implications of sharing information that may or may not be true. (15% of total score)

- The student demonstrates critical thinking about the scenario's impact on those involved and/or society. (15% of total score)
- The student's use of spelling, grammar, and punctuation is strong. (5% of total score)
- The structure of the essay has a title, introduction, body, and conclusion that is clear and easy to follow. (5% of total score)

*Round 2.* The essays advancing to Round 2 will be judged by an independent panel of outside judges, by the same criteria set forth above. In the event of a tie, the entry with the highest score in the "solid understanding of ethics" criterion will advance. If entries remain tied, the entry with the highest score in "articulates a clear opinion and supports their stance with sound reasoning/rationale" will advance. If the entries are still tied, the Round 2 judges will select the entry they believe best represents the overall theme of the Competition.

Winners will be notified on or around April 15, 2025, by email and/or telephone. Winners will also be announced on [BBB.org/cincinnati](https://www.bbb.org/cincinnati).

6. **AWARDS.** Each of the six SOI scholarship recipients will receive a scholarship in the amount of \$3,000. The total amount of all scholarships to be awarded is \$18,000. Scholarships will be in the form of a check made payable to the recipient and their school, sent to the school's bursar or financial aid office upon proof of recipient's enrollment in an eligible school, not later than two (2) years after notification of the award. Scholarship awards may be applied to tuition and fees, campus housing, or other school-related expenses processed through the bursar or financial aid office.
7. **GENERAL CONDITIONS.** All decisions of BBB Center for Ethics are final. By your participation, you agree to be bound by these rules and to release, indemnify, and hold the BBB Center for Ethics and its affiliates, officers, directors, employees, and agents harmless from any and all claims, liabilities, losses, and damages of any kind arising in whole or in part, directly or indirectly, from your participation in the Competition, including without limitation claims that any aspect of your entry infringes or violates the rights of any third party.
8. **LIMITATION OF LIABILITY. BBB Center for Ethics makes no warranties of any kind, express or implied, with respect to the awards or the third-party platform used to collect applications. Some jurisdictions may not permit limitations or exclusion of liability for incidental or consequential damages or exclusion of implied warranties. Check your local laws to determine if any of the above limitations or exclusions may not apply to you.** We are not responsible for late, lost, misdirected, incomplete, or unintelligible entries, including entries not received because of interrupted or unavailable network servers, failed communications networks or equipment, computer hardware or software, or other errors or malfunctions whether human, mechanical, or electronic. Should we, in our sole discretion, determine that the Competition has been compromised by virus, bugs, hackers, or other causes beyond our control, we reserve the right to terminate the Competition and choose the winners in a fair and reasonable manner from among all eligible entries submitted prior to termination.
9. **PRIVACY.** With the exception of each winner's name, school, city, and state, and the winning essays, information collected by BBB Center for Ethics solely in connection with the Competition will not be shared with third parties. For the privacy policy of the third-party platform that administers the Competition, see <https://www.smarterselect.com/privacy-policy>.

10. WINNERS LIST. A list of winners may be obtained by sending a request to BBB Center for Ethics at the address below no later than December 31, 2025.

11. COMPETITION SPONSOR: The Competition is sponsored by:

BBB Center for Ethics  
1 East 4<sup>th</sup> St.  
Ste. 600  
Cincinnati, Ohio 45202  
[marketing@cincinnati.bbb.org](mailto:marketing@cincinnati.bbb.org)  
513.639.9113

\* The 22-county service area includes:

- Indiana: Dearborn, Franklin, Ohio, Ripley, Switzerland, Union
- Kentucky: Boone, Campbell, Kenton
- Ohio: Adams, Brown, Butler, Clermont, Clinton, Gallia, Hamilton, Highland, Jackson, Pike, Lawrence, Scioto, and Warren (except the following zip codes: 45005, 45066, and 45068)