



IN SEARCH OF INNOVATION, INSPIRATION AND EXCELLENCE

In October 2013, PEOPLE will honor six extraordinary teachers who are changing the lives of their students and paving the way for a new generation of American leaders. The winners will be featured in PEOPLE magazine, celebrated by our 42.5 million readers, and will receive a cash prize for themselves and their schools.

ELIGIBILITY

We are looking for outstanding teachers (or teaching teams) working in pre-kindergarten through 12th grade classrooms and with many types of accomplishments to honor as Teachers of the Year, 2013. If you applied in 2012 you may apply again, but must submit a new application. All applicants should self-nominate. (Third parties may not apply on your behalf.) Applicants must be full-time certified teachers for the year 2012-2013 at an accredited school in the U.S. or its territories, or at a Dept. of Defense school overseas.

DEADLINES

Applications must be received by June 7, 2013.
Winners will be announced in our October 28, 2013 issue.

APPLICATION

This application should give a clear picture of your achievements as a teacher, the school in which you work, the specific needs of your student population and how you have met or exceeded them.

We are looking for examples (i.e. teacher ratings, awards, improvement of test scores or improved secondary or college placement) as well as detailed stories that reveal how you have helped your students rise to new levels of excellence and have opened up new opportunities for them.

Each complete application form must be accompanied by:

- Personal essay written by the applicant
- Two letters of recommendation mailed with the application (PEOPLE cannot be responsible for materials sent separately from the application)
- Photograph of the applicant
- Signed letter from applicant's employer verifying employment

Forms should be filled in legibly; the letters and essay must be typed.

DO NOT SEND EXTRA MATERIAL—videos, certificates, cards from your students, etc. We may request such items during the judging process but will not look at them during the first round. You may send photographs of your class and classroom. (These photos are used only in support of your application and will not be published. Photos cannot be returned.)

Entrants may submit questions regarding the contest to PEOPLE by emailing teacherofyear@peoplesmag.com

CHOOSING THE WINNERS

PEOPLE editors, along with an independent panel of advisors from the education community, will select five winners. In addition a Reader's Choice winner will be determined by voting on People.com, by the editors, and by the advisory panel.

A reporter may wish to meet you and observe you in the classroom as part of the judging process. You will also be subject to a background check.

Our panel of advisors includes:

John Deasy

Superintendent, Los Angeles Unified School District

Lily Eskelsen

Vice President, the National Education Association

Wendy Kopp

Founder and CEO, Teach for America and Teach for All

John Legend

GRAMMY®-winning musician and founder of the Show Me Campaign

Otha Thornton

President-Elect, National Parent Teacher Association

Jennifer Bohn

2012 PEOPLE Teacher of the Year Winner and International Baccalaureate Middle Years Program Coordinator at Maynard Evans High, Orlando

PRIZE

Winners, with support from Kellogg's® Frosted Mini-Wheats®, will receive a prize of \$5,000 (\$4,000 for their school and \$1,000 for themselves).

APPLICANTNAME

HOME ADDRESS

DAYTIME PHONE

EVENING PHONE

EMAIL

DATE OF BIRTH

PREVIOUS PEOPLE TEACHER OF THE YEAR APPLICANT? YES NO

SCHOOLNAME OF SCHOOL

ADDRESS OF SCHOOL

APPLICANT'S TITLE/GRADE LEVEL/SPECIALTY

SIZE OF STUDENT BODY

DISTRICT

PERCENTAGE QUALIFYING FOR FREE OR SUBSIDIZED LUNCH

BRIEF DESCRIPTION OF THE SCHOOL COMMUNITY

CONTACT INFOSCHOOL PRINCIPAL

EMAIL

PHONE

PERSONAL ESSAY

In no more than 1000 words, please explain what makes you an exceptional teacher.

Include within this essay:

A) Some details of your background or personal story. Why did you decide to become a teacher? How has teaching changed or enhanced your life? What do you bring from your background into the classroom?

B) A description, where applicable, of any or all of the following:

- Specific stories about students whose lives you have impacted
- Measurable accomplishments, such as teacher ratings, awards, improved test scores or secondary-school or college placements (include brief documentation of these achievements with your application)
- What you do to foster a culture of achievement and opportunity
- How you know you've engaged students so they show increased interest, effort, persistence and resilience in their work
- Any challenges you face as a teacher, such as working in an underfunded school or with at-risk students or those with disabilities
- Teaching or classroom innovations that are unique to your work, including use of new technology or untraditional curriculums, extracurricular, charitable or social change activities
- The ripple effect of your work—on your community, your students' families, any impact you've seen beyond the classroom

EDUCATION & AWARDS

EDUCATION

CREDENTIALS

AWARDS WON

RESUMÉ ATTACHED? YES NO

APPLICATION

2013 PEOPLE TEACHER OF THE YEAR

Two letters of recommendation must be typed and included with application. These should be written by two different people. They may be colleagues, employers, past or current students, parents of past or current students, principals, administrators or anyone else familiar with the applicant's work and its results. Letters may not be from a relative.

Each should write a brief statement, 500 words or less, using stories and examples to illustrate why this person deserves to be one of PEOPLE magazine's 2013 Teachers of the Year.

RECOMMENDATION #1

NAME _____

ADDRESS _____

PHONE NUMBER _____

EMAIL _____

RELATIONSHIP TO APPLICANT _____

RECOMMENDATION #2

NAME _____

ADDRESS _____

PHONE NUMBER _____

EMAIL _____

RELATIONSHIP TO APPLICANT _____

APPLICATION CHECKLIST

- | | | |
|---|--|--|
| <input type="checkbox"/> Completed application form | <input type="checkbox"/> Two letters of recommendation | <input type="checkbox"/> Signed letter from employer verifying employment |
| <input type="checkbox"/> Personal essay | <input type="checkbox"/> Photograph of applicant | |

Submit your application
by mailing your entry to:

PEOPLE Teacher of the Year Contest
1271 Avenue of the Americas
Room 30-103
New York, NY 10020

People

**“TEACHER OF THE YEAR”
OFFICIAL RULES
NO PURCHASE NECESSARY**

1. **HOW TO ENTER:** This contest begins 12:01 A.M. EST on March 8, 2013 and ends 11:59 P.M. EST on May 31, 2013. To enter, go to people.com/teacherofyear and follow instructions to download and submit your application. Submit your application by mailing your entry to PEOPLE Teacher of the Year Contest, 1271 Avenue of the Americas, Room 30-103, New York, NY 10020. Entries must be postmarked no later than May 31, 2013 and received no later than June 7, 2013. Sponsor is not responsible for lost, late, illegible, incomplete, postage due mail or entries not received for any reason. Entries become sole property of Sponsor and none will be acknowledged or returned. By entering, Entrant warrants that his or her entry (1) is original and does not infringe the intellectual property rights of any third party, (2) has not been published in any medium or (3) has not won an award.

2. **JUDGING:** All nominations will be judged by PEOPLE editors in consultation with a panel of nationally-recognized educators and education experts (the “judging panel”). Winning teachers or teaching teams will be chosen based equally on the quality of the application, the recommendation letters, provable achievements with students, and demonstrations of creative and unique commitment to the job. In the event of a tie, an additional “tie-breaker” judge will determine the five (5) winning teachers or teaching teams from among all such tied entries using the judging criteria above. Incomplete and/or inaccurate entries and entries not complying with all rules are subject to disqualification. Decisions of judges are final and binding. Round 1 of judging is from June 1, 2013 – July 19, 2013. The judging panel will select semifinalists from which the five (5) winning teachers or teaching teams will be chosen. The remaining semifinalists will advance to Round 2 of the contest. Round 2 of the contest will determine the PEOPLE Reader’s Choice winning teacher or teaching team via general public voting at www.people.com/teacherofyear. The semifinalists of the contest will be posted at www.people.com/teacherofyear so the general public can view each Semifinalist Entry and vote on their favorite semifinalist between the period beginning at 12:01AM ET on August 15, 2013 and ending at 11:59PM ET on August 28, 2013 (the “Voting Period”). The PEOPLE Reader’s Choice winning teacher or teaching team will be chosen based on the following criteria: Number of PEOPLE Reader votes received (50%); Inspiration (25%) and appropriateness to contest theme (25%). In the event of a tie, an additional “tie-breaker” judge will determine the Winner from among all such tied entries using the judging criteria above. Decisions of judges are final and binding. The Teacher of the Year contest will have in total six (6) winning teachers or teaching teams. All winners will be notified by email or phone by September 16, 2013.

3. **ELIGIBILITY:** Open to legal residents of the 50 United States, the District of Columbia and Dept. of Defense school overseas who are 21 years or older at time of entry (“Entrant(s)”). Void where prohibited by law. Employees of Sponsor and its promotional partners and their respective parents, affiliates and subsidiaries, participating advertising and promotion agencies (and members of their immediate family and/or those living in the same of household of each such employee) are not eligible.

4. **PRIZES AND APPROXIMATE RETAIL VALUE:** The Teacher of the Year contest will have six (6) winning teachers or teaching teams. The six (6) winning teachers or teaching teams and one guest per winner will receive a trip to the Teacher of the Year Awards Luncheon in October, 2013 in New York City, NY, including airfare and hotel accommodations, a \$1,000 cash prize, as well as a \$4,000 cash donation towards their school. The six (6) winning teachers or teaching team(s) will also be featured in an editorial story in a future issue of PEOPLE magazine. Prize includes round-trip economy-class airfare for each Winner and one guest from the major airport nearest Winner’s residence; 2-night stay at a local-area hotel (in one room). Travel arrangements, hotel accommodations, and any other prize

component subject to availability and chosen at Sponsor’s sole discretion. Certain blackout periods and other restrictions may apply. All travelers must possess valid travel documents. Each winner must complete an Affidavit of Eligibility and Waiver of Liability. Each Winner’s Guest must complete, sign, and return the Publicity Waiver (where legal) and Release Forms prior to travel or the Guest cannot accompany the Winner. Winner must travel on dates specified by Sponsor. Arrangements must be made at least 5 days prior to departure. Winner and Guest must travel on the same itinerary. Winner must be able to attend Teacher of the Year Awards Ceremony in October 2013 in New York City, NY. Once scheduled, the itinerary cannot be altered. The PEOPLE Reader’s Choice winning teacher or teaching team will also receive a hometown Teacher of the Year event beginning in November of 2013. Exact location TBD pending winner selection and venue availability. PEOPLE Reader’s Choice winning teacher or teaching team must be able to attend the hometown Teacher of the Year event. Actual value of prize may vary based on timing and point of departure. Winner is responsible for all taxes and all other expenses not included in the prize package, including, without limitation, ground travel, parking, meals, room service, souvenirs, phone calls, incidentals, tips, and other personal expenses. Approximate Retail Value: \$4,000 cash donation, \$1,200 in travel expenses and \$1,000 cash prize to the winning teacher or teaching team or their school as appropriate. All other expenses not specified herein are the responsibility of the Winner. **ALL TAXES ARE THE SOLE RESPONSIBILITY OF THE WINNER.** The prize is awarded without warranty, express or implied, of any kind. Limit one prize per person or household.

5. **CONDITIONS OF PARTICIPATION:** No transfer, assignment, or substitution of a prize permitted, except Sponsor reserves the right to substitute prize (or prize component) for an item of equal or greater value at Sponsor’s sole discretion. Nothing in these official contest rules shall obligate Sponsor to publish or otherwise use any entry submitted in connection with this Contest. All federal, state and local laws and regulations apply. Entrants agree to be bound by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to this Contest. By entering, Entrant represents that any photos, essay and other materials submitted as part of Entrant’s Contest entry are original and will not constitute defamation or an invasion of privacy or otherwise infringe upon the rights of any third party, and that the Entrant owns or has the rights to convey any and all right and title in such photo(s), essay and other materials. In addition, by entering, Entrant grants to Sponsor a non-exclusive, worldwide, royalty-free license to edit, publish, promote, republish at any time in the future and otherwise use Entrant’s submitted photo(s), essay, etc., along with Entrant’s name, likeness, biographical information, and any other information provided by Entrant, in any and all media for possible editorial, promotional or advertising purposes, without further permission, notice or compensation (except where prohibited by law). Potential Winner, as a condition of receiving any prize, also may be required to sign and return an Affidavit of Eligibility, a Liability Release and where legally permissible a Publicity Release and confirmation of a license as set forth above within 5 days following the date of first attempted notification, certifying, among other things, the following: (a) entry does not defame or invade the privacy of any party; (b) entry does not infringe upon the rights of any third party; and (c) the photos, essay, etc. and other materials submitted are original and have never been published and entry has never won an award. Failure to comply with this deadline may result in forfeiture of the prize and selection of an alternate winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. Acceptance of the prize constitutes permission for Sponsor and its agencies to use Winner’s name and/or likeness, biographical information, and/or essay, photograph, etc. other materials submitted for advertising and promotional purposes without additional compensation, unless prohibited by law. By entering and/or accepting prize, Entrants and Winners agree to hold Sponsor and its promotional partners, its directors, officers, employees and assigns harmless for liability, damages or claims for

injury or loss to any person or property including death relating to, in whole or in part, directly or indirectly, participation in this Contest, the acceptance and/or subsequent use or misuse, or condition of any of the prizes awarded, or claims based on publicity rights, defamation, or invasion of privacy. False or deceptive entries or acts will render the Entrant ineligible. Sponsor, in its sole discretion, reserves the immediate and unrestricted right to disqualify any entrant or prize winner, if either commits or has committed any act, or has been involved or becomes involved in any situation or occurrence which the Sponsor deems likely to subject the Sponsor, entrant or winner to ridicule, scandal or contempt or which reflects unfavorably upon the Sponsor in any way. If such information is discovered by Sponsor after a winner has received notice of his prize and before the prize is awarded, Sponsor may rescind the prize in its entirety. If a portion of his/her prize has already been awarded, Sponsor may withdraw the remainder of the prize that has yet to be fulfilled. Decisions of the Sponsor are final and binding in all matters related to this paragraph. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the contest, or in the announcement of the prize.

6. INTERNET: Sponsor is not responsible for lost or late entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any Web site or any combination thereof. If for any reason the Internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes that corrupt or

affect the administration, security, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. Sponsor reserves the right to select winners from eligible entries received as of the termination date. CAUTION: Any attempt by a contestant to deliberately damage any Web site or undermine the legitimate operation of the game is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such contestant to the fullest extent of the law. If there is a dispute as to the identity of the Entrant, the prize will be awarded to the authorized account holder of the email address. The "authorized account holder" is defined as the natural person to whom the email address is assigned.

7. GOVERNING LAW: This Contest is governed by the internal laws of the state of New York without regard to principles of conflict of laws. All cases and claims pertaining to this Contest must be brought in a court of competent jurisdiction in the City of New York, without recourse to class action suits.

8. SEVERABILITY: If any provision of these Rules is found to be invalid or unenforceable by a court of competent jurisdiction or appointed arbitrator, such determination shall in no way affect the validity or enforceability of any other provision herein.

9. WINNER'S LIST: For names of Winner(s), available after October 18, 2013, log onto www.people.com/teacherofyear, available for a period of 21 days.

10. SPONSOR: The Sponsor of this Contest is PEOPLE magazine, 1271 Avenue of the Americas, New York, NY 10020