



Community Decentralized PR Contest

Motivation

Free TON public relations are long overdue. Up until today community did not find a good way to partner with Public Relations professionals in a decentralized way via a clean and faire contest mechanisms in line with Meritocratic Token Distribution principles.

Here I propose a straight forward contest which does not require any specialized professional Jury to select winners. In fact quite simple software could be used to form a judgement.

The goal

To create awareness about Free TON via publications in high quality press, create a positive and constructive knowledge and fact based background about Free TON, its underline technology, community and use cases.

Terms

Participants will compete on a monthly basis for a number of high quality articles about Free TON, published in top publications in different languages.

Before the arranged publication with the media the Participant will demand a text of an article from the publication which is at least 90% final. They will pre-submit this editorial version of the text to Free TON blockchain as described below:

Participants will pre-submit the text of all articles to the Free TON blockchain, encrypted with specially created by them for each contest stage private key. They will submit a hash and a link to the encrypted file into a specially created smart contract via DePress DeBot

Once the text is pre-submitted the Participant can submit all publications that uses that text (original and subsequent publications including translations) to the DePress DeBot as encrypted links.

All articles that has been originated from this text, along with original publication will be counted.

At the end of each Contest period the private key of the Participant will be published by the Participant via DePress DeBot, to allow anyone to decrypt original articles and links to the publications for verification.

Content

Participants must create original media and content for their publications. The text must be verified with one of the Key Community Members before publication. Participants should choose a Key Community Member from an updated list. Participants will submit original article to the blockchain before collecting feedback from the Community Member and resubmit the article as many times as necessary until the work on it is complete. The community member will sign the final original article that she verified with her private key. The list of community members, their public keys and contacts will be kept updated in this contest forum tread. The contest participant are free to choose any member from the list. Members must avoid conflict of interests, therefore a member key can only be associated with one Contest Participant (DePress DeBot will verify all this terms at the time of submission).

Publications quality

The publication of the original article must be in the top ranked media for each language. Only articles that are published in top 200,000 Alexa Global ranked websites will be counted.

Publications should be unique and pass all appropriate copyright tests.

The published articles can not bare any indications of sponsorship, commercial, advertising or anything in that order on it. It should be indexable by all major search engines.

The publications in Forklog, Cointelegraph and Bitcoin .com will not be counted because of their official Free TON partnership status.

Type of contest:

Multi-staged. 10 stages.

After each stage minor changes could be submitted to the contest terms to improve it.

Technical Jury


At the end of each contest period the technical Jury (no professional judgement is required) will count all articles submitted by the Participants and verify the text of the original article at least 90% match with the article pre-submitted by the Participant on Free TON blockchain via DePress DeBot. If two or more articles with the same text are pre-submitted the winner is the article with earliest date/time. The Jury will also verify the signature of the Key Community member. Only articles with valid Member Key will be counted.


(The community is more than welcome to create software tools to facilitate Technical Jury work).


The Jury Group will be rewarded with 5% of the total prize pool. Only Jury Groups associated with Free TON content creation will be allowed to Judge.


Prizes:

Are paid after Jury Verification in each stage for the highest number of articles:

1 place — 75,000 

2 place — 50,000 

3 place — 25,000 

Each original article outside the three winners with no regard to number of reposts, subject to all other contest conditions — 500 

Contest Dates

1 Stage start — 25 January

Stage duration: 28 days

After each stage a period of 1 week will be provided to analyse and improve next stage contest conditions

Administration and fees

Free TON sub-governances are welcome to adopt the Contest, but should remember that the Jury to this contest will be independent and won't belong to the sub-governance.

3% of all contest funds will be allocated to Admin and coordination support of the contest.