

2018 Teen Video Challenge (TVC)

INFORMATION for COMPETITION IMPLEMENTATION



THIS DOCUMENT IS TO PROVIDE: Information to CSLP State Representatives on how the TVC competition will work, suggestions on promoting and organizing the competition within each member state*, and submission information of each member state's "winning" video.

*For a list of member states visit www.cslpreads.org

CONTENTS:

- A. Competition Overview
- B. Member States Selection of their Winning Videos
- C. Submission of "Winning" Videos to CSLP
- D. Announcing the "Winning" Video
- E. CSLP Video Submission Criteria
- F. CSLP Will Provide
- G. Contact Information

A. Competition Overview

Since 2011 the Collaborative Summer Library Program (CSLP), working through member states, has been soliciting amateur videos, produced by teenagers, to serve as the official CSLP sanctioned summer reading teen videos. This competition is now in its eighth year. The purpose of the contest is to give teens the opportunity to make videos that encourage use of public libraries and promote reading all summer long.

There will be one winning video chosen by each participating CSLP member state. These will **not** be narrowed down to create one national winner. Each state winning video will become one of the official Teen PSAs for the 2018 CSLP Summer Reading Program (CSLP Winning Videos). All CSLP member states will have access to the official winning videos from the CSLP website.

All competition information for libraries and state representatives is available on the password protected area of the CSLP website with the exception of the customizable Entry Form.

ALL MEMBER STATES WINNING VIDEO SELECTIONS ARE DUE TO CSLP BY March 15, 2018.

B. Member States Selection of their Winning Videos

- a. Each member state will oversee their own competition to select one winning video from their state.
- b. Each member state will customize the Entry Form with their state-specific information.
- c. Any state-specific requirements must fall within CSLP guidelines and comply with any applicable state laws.
- d. Each member state should substantiate the source for public domain material used in their video.
- e. Teen Video Challenge applicants will submit their Entry Form and Model Release Form(s) to location(s) by the deadline determined by that member state.

- f. Each Member State will choose an individual winning video; the video’s creator or creative team will receive an award of \$100 and an award certificate from CSLP. Additionally, the library named on the Entry Form will receive prizes worth at least \$50 from CSLP, Upstart, and CSLP partners.
- g. To make the video accessible to everyone, each member state can choose to require closed captioning. YouTube has the capability to add captions to a video. For tips on adding closed captioning see <http://etc.usf.edu/techease/4all/web-accessibility/adding-closed-captions-to-youtube-videos/>
- h. Each Member State should establish a timeline: for promoting the competition, making the Entry Form available, and scheduling deadlines for submission to CSLP by **March 15, 2018**.
- i. Each member state that sets up a competition will contact Jana Fine, TVC Coordinator (jana.fine@dos.myflorida.com) so information can be added to the CSLP Teen Video Challenge Page.
- j. Each member state will set up their own method for judging the winning video. Suggestions:
 - i. Assemble a panel to choose the winner. This might include a celebrity, a film/video professional, etc.
 - ii. Use the number of views on “You Tube” as a factor.
 - iii. Set up elimination rounds starting with local libraries or regions and narrowing the judging to one state winner.
 - iv. For judging see “CSLP Video Submission Criteria” listed below and “Video Criteria for Acceptance” listed on the Entry Form.
- k. Once the member state determines their winning video:
 - i. They will contact the winner and obtain a copy of the video on DVD.
 - ii. The member state will retain the Model Release from(s) and DVD for the winning video.
 - iii. Complete and submit the “Member State Winning Video Submission Form” (see below)
- l. For Questions, contact Jana Fine, Teen Video Challenge Coordinator. (850) 245-6629
jana.fine@dos.myflorida.com.

C. Submission of “Winning” Videos to CSLP:

- a. CSLP will accept **one** winning video from each member state.
- b. Each member state will email the “Member State Winning Video Submission Form” to Jana Fine, TVC Coordinator, (jana.fine@dos.myflorida.com) by **March 15, 2018**.
- c. CSLP reserves the right to approve any state winner as meeting all CSLP criteria.
- d. CSLP will upload all winning videos to the CSLP website (www.cslpreads.org) for member state and public access and notify all CSLP members when this is complete. Thus, all winning videos will be available for use on websites and for Summer Reading promotional purposes.
- e. The member state will retain the Entry Form, Model Release form and copy of the winning DVD.

D. Announcing the “Winning” Video

- a. Once final approval is received from CSLP, each member state can announce the winning video

from their state.

E. CSLP Video Submission Criteria

- a. The video will include the teen's interpretation of the 2018 CSLP teen slogan "Libraries Rock!" and promote reading and libraries.
- b. The video has a clear message and is delivered in a creative way.
- c. The video must be usable to promote summer reading at any public library nationwide: the promotion of a specific library is not acceptable, the video should not state "visit the ABC Public Library" but it is OK for the signage of a public library to appear in the video.
- d. The video must be designed for use at any library and be appropriate for viewing by audiences of all ages.
- e. All materials used must be created by the teen(s), but can include audio that is in the public domain.
- f. The length of the video must be at least 30 seconds long and no longer than 90seconds.
- g. The video entry form must have the name of a CSLP member library.
- h. All entries must include signed Model Release form(s). Please note that ALL individuals appearing in the video need to have signed the Model Release form.
- i. Once the winning video is determined, the state member will contact the winner and obtain a DVD of the winning video.
- j. **Note about Age Limits and CREATOR vs PARTICIPANT:** Due to terms of service agreements and age limits set with sites such as YouTube, all video *CREATORS* must be between the ages of 13 and 18. A video *CREATOR* is a teen that helped develop the concept, script, sound effects, filming, and so forth – and is whose name is therefore listed on the Member State Winning Video Submission form. Anyone under the age of 13 OR over the age of 18 is allowed to be a *PARTICIPANT* in the video as a cast member or film assistant operating at the direction of a teen film *CREATOR*. *PARTICIPANTS* are not eligible for prizes or recognition from CSLP. Libraries and/or states wishing to reward *PARTICIPANTS* who are outside of the contest eligibility are welcome to do so any manner that they see fit. For example, a library with a winning video may wish to offer a certificate and free book to teen group members age 11 or 12 who assisted with the video but cannot be listed as a *CREATOR* of the video. The same can be said of young adult volunteers or library staff/parents who appear as a cast member in the video.

F. CSLP Will Provide

- a. **Materials to Implement Member State Competition.**
(Unless indicated otherwise, provided on the on the member log-in side of the TVC page of the CSLP website (www.cslpreads.org)).
 - i. Information for Competition Implementation
 - ii. Customizable Entry Form (e-mailed to CSLP State Representatives, not on CSLP website - see below)
 - iii. Member State Winning Video Submission Form
 - iv. Model Release form
 - v. Resources for teens

b. Materials for Teen Applicants

- i. **CSLP Website** (cslpreads.org) - Publicly Accessible
 1. A Description of the Contest
 2. Link to page of Participating Member States with contact info (each member state will provide this information to CSLP for posting)
 3. Model Release Form
 4. Resources for Teens
- ii. **Entry Form** – provided from CSLP to each member state to customize and provide to libraries and applicants. **Not on CSLP website.**

c. Member State Customization of Entry Form

- d. to allow for differences between memberstates.

The Entry Form contains the application and all contest rules; Eligibility, Terms and Conditions, Video Criteria for Acceptance, How to Enter, Judging Criteria and Prizes. Throughout this document there are areas to **INSERT** information, so that the Entry form can be customized for each State. (A member state might choose to save this word document as a PDF once it has been customized).

- i. To **Customize the Entry Form**, each member state will **INSERT** their?????
 1. State Name and 2-letter abbreviation where indicated.
 2. State-specific deadline when Entry Form and Model Release form(s) must be submitted in order to begin that member state’s judging process.
 3. If the state will be using elimination rounds, the return mailing address may be to the local or regional library handling the first round of elimination. The member state can then direct their libraries to forward their chosen winner’s Entry Form to one-member state location for final judging.
 4. For states where there is an alternate to a local library (i.e. regional or state library), please insert what your state will use as the local public library.
 5. Please insert any state specific information in the space provided (They must fall within CSLP guidelines and comply with any applicable state laws.)

G. Contest Information

Jana Fine, TVC Coordinator. (850) 245-66299 jana.fine@dos.myflorida.com