

**FIRST ANNUAL 'BOOKIES' AWARD
BOOK TRAILER CONTEST
Sandwich Public Library 2010
Monday, August 23rd, 2010**

WHAT'S IT ABOUT?

Think of a book trailer as a kind of movie trailer, only books, of course.

WHO CAN ENTER THE CONTEST?

Any Teen or group of Teens (4 maximum) ages 13-18 years who has written permission of parent or guardian (13 is the minimum age to register for an online service, like YouTube, which is being used in this contest.)

HOW TO ENTER THE CONTEST...

- All video entries must be an original work made between July 1st, 2010 to August 21th, 2010.
- There is no fee for submitting the entry.
- Teens may send in one entry per book or group of books. An entry form must be submitted to the Sandwich Public Library, Kathy Johnson, Young Adult Librarian by midnight, August 21th, 2010.
- Videos must be uploaded to YouTube by midnight on August 21th, 2010 and tagged with the words 'bookiesSPL2010.)
- If you have questions, please contact Kathy Johnson at 508-888-0625 x305 or yasandwichpl@yahoo.com

WHO WINS?

A review panel organized by the Teen Advisory Group members and the Young Adult Librarian will review all videos. The panel will select two finalists and one winner. An Audience Favorite will also be chosen 8/13/2010 by audience paper vote.

WHAT DO I WIN?

- All entries will be acknowledged by a certificate.
- Selected videos will appear on the SandwichTeenBookBites blog and the Sandwich Public Library main web page.
- Top video producer(s) will receive a Flip Video camera. The two other finalists will receive book certificates for \$25 each and the Audience Favorite also receives a \$25 book certificate.

HOW TO CHOOSE A BOOK

- Pick a book you have read and enjoyed.
- Suggestions...
 - The Graveyard Book by Neil Gaiman
 - The Hunger Games by Suzanne Collins
 - Pop by Gordon Korman
- Any fiction or non-fiction title available at the Sandwich Public Library may be represented.

THE FINE PRINT

- Original work must be created by teens ages 13-18 years. Consulting adults is permissible, but the planning, production and selection of subject matter must all be created entirely by the teen(s).
- The entry form must be submitted to the Children's Desk at SPL. Teens and/or teen groups may enter one video each for this contest, though they can work in a group of no more than 4 teens on the project.
- Video must be uploaded to YouTube by midnight on August 11th, 2010 and tagged with the term 'bookiesSPL2010'.
- The video must feature a title available at the Sandwich Public Library in the Young Adult section.
- Video entries should be between one to three minutes in length.
- Entries may be live-action, animation or collage.
- Appropriate content and video suitable for public viewing.
- Winners will be announced at the First Annual Bookies Award, which is a public event to be held at the Sandwich Public Library on Friday, August 13th from 6:30-8:30 pm.
- Music, images, and video clips integrated into the video must be legally licensed either by obtaining the copyright holder's permission, using materials licensed through Creative Commons licensing, or using entirely original content created by the teen(s) submitting the project.
- Contestants agree that the Sandwich Public Library may publish their video and names(s).
- SPL is not responsible for any lost, delayed, damaged, misdirected or illegal submissions. No entries will be returned.
- SPL may disqualify any entry based on content and/or production.
- All entries must adhere to the YouTube Community Guidelines, as stated on the YouTube website at www.youtube.com/t/community_guidelines

WORK IT....

- Create a video that would entice someone you know to read the book you are featuring in the video.
- Plug into your creativity! Connect teens and technology to libraries with your creativity.
- Each teen or group of teens is limited to one entry per book. Make it count!

- Never made a trailer before? Check out these resources to help you:
 - www.squidoo.com/booktrailers
 - [http://hubpages.com/hub/How to Create A Book Trailer for You Tube](http://hubpages.com/hub/How-to-Create-A-Book-Trailer-for-You-Tube)
- While it is acceptable to have adult guidance and supervision in the project the award is for videos created by and for teens. Adults must be consultants only.

WHO'S YOUR AUDIENCE?

AUDIENCE: The goal of your video is to encourage teens to read the books. Tailor your message to other teens....that's your audience.

REACHING THE AUDIENCE

- Judges will be looking for creativity and relevance in communicating a message to teens about the local library encouraging teens to use the library beyond books (even though it's about books....go figure)
- Make it fun, make it edgy, make it yours...and get the book across to viewers.

WHAT WORKS IN CREATING A BOOK TRAILER

- **Creating the ideas**
 - Brainstorm: think about what make the book compelling and unique and how you could convey that in a video.
 - Work on the scripts and images that can be translated into a clear message. Design a plot or storyline that helps bring out the message in an entertaining way.
- **Filming the video**
 - Create a couple of drafts and show them to your friends and ask them whether they feel the message is getting across clearly and in an entertaining way.
 - In the credits be sure to name the book and author and that the video is submitted to the First Annual Bookies Award, Sandwich Public Library, Award made possible by the Sandwich Kiwanis Levreault Trust.
- **Editing**
 - Keep the images and editing as simple as possible.
 - Be sure you have not used any copyrighted images or material without obtaining proper permissions.
 - Consider using local talent to compose music, art, etc. for the video production.
 - Make sure scenes are well-connected with smooth transitions.
 - Make sure your entry follows the guidelines listed here, and upload it to YouTube with the tagged 'bookiesSPL2010'.

**FIRST ANNUAL BOOKIES AWARD
BOOK TRAILER CONTEST ENTRY FORM**
(Complete a Contest Entry Form & mail in or drop at SPL Children's Desk)

(please type or print legibly)

VIDEO DESCRIPTION: _____

CONTACT INFORMATION:

Name of Entrant(s): _____

Age: _____ Email address: _____

Phone: _____

REQUIRED SIGNATURES: Each contestant must have parental or guardian consent to participate. The Sandwich Public Library will be held harmless for any future issues concerning authority of consenting adults or that of contestants. *If entering contest as a group, please list all contestants and secure Parent/Guardian's permission for each to participate.*

PARTICIPANT: My signature below certifies that I have read the rules and agree to abide by them and that I assign all rights in and to my submission, including all copyright rights and other intellectual property rights to SPL. SPL may publish my submission, publish my name and may use both in the future.

PARENT/GUARDIAN: My signature below certifies that I give permission for the participant to participate in this contest. The participant will abide by the rules set forth in the guidelines and assigns all rights in and to the submission as noted above, to SPL.

Participant Name	Participant's signature	Parent/Guardian's Name	Parent/Guardian's Signature
1.			
2.			
3.			
4.			

Did you remember to:

- Print the names of contestants AND an adult's name for each contestant.
- Include a phone number or email address for a contact person regarding this video.

ALL ENTERIES MUST BE RECEIVED AT SPL BY WEDNESDAY, AUGUST 21TH, MIDNIGHT EITHER BY MAIL OR BY DROPPING THE ENTRY OFF AT the Sandwich Public Library, 142 Main Street, Sandwich MA 02563 ATTN: BOOKIES