

Book Trailer Contest

THE CONTEST: To celebrate Teen Tech Week and National Library Week, the Cheltenham Township Library System is holding a book trailer contest.

WHAT IS IT?: A Book Trailer is just like a movie trailer – a short video designed to create interest and encourage people to read a book.

THE RULES:

- The contest is open to any Cheltenham teen or group of teens (4 maximum) between the ages of 13-18 who have submitted an entry form and have written permission from a parent or legal guardian in the form of a signed Cheltenham School District and a Cheltenham Township Library System release form.
- The Trailer must be between 1 and 3 minutes long.
- The Trailer must promote a book available in the Cheltenham Township Library System or in the Cheltenham High School Library.
- Teens must submit an entry form to any branch of the Cheltenham Township Library System by 6pm Wednesday, April 7th. Print a copy at www.cheltenhamlibraries.org.
- You must upload your video directly to YouTube and tag it with the word *ctlschs* by midnight Wednesday, April 7th.

THE WINNERS:

- CTLS will organize a panel of judges to select the winners. All decisions made by the panel are final.
- 1 prize will be awarded in each of the following categories: *Funniest, Most Creative, Best Trailer*. A gift card for \$25 will be given to the creator of each of the winning trailers. (A group will receive one gift card.)
- A screening of the trailers will be held on Sunday, April 18th at 1:30 pm at the Glenside Library. The winners will be announced and prizes will be awarded at the end of the screening.

THE FINE PRINT:

- Consulting with adults is permissible, but the selection of the material, planning, and filming must be entirely created by the teen(s).
- Entries may be live-action, animation, or machinima.

- Your trailer should be suitable for a wide audience –think G or PG rating.

THE FINE PRINT (continued):

- Music, images, and video clips used in the video must be legally licensed either by obtaining the copyright holder's permission, using materials licensed through Creative Commons licensing, or by using entirely original content created by the teen(s) submitting the project.
- CTLS is not responsible for any lost, delayed, misdirected or illegal submissions.
- CTLS may disqualify any entry based on content and/or production.
- All costs associated with making and submitting a video are the contestant's responsibility. CTLS will not reimburse or be responsible for any costs incurred in the making or submission of any entry.
- All entries must adhere to the YouTube Community Guidelines, as stated on the YouTube website at http://www.youtube.com/t/community_guidelines.

FUN TIPS AND IDEAS:

- Pick a book you really liked and create a trailer that would encourage someone else to read the book.
- Check out examples of great book trailers at:
 - Cheltenham Township Library System Facebook Page
 - www.youtube.com
 - <http://www.ala.org/ala/mgrps/divs/yalsa/booklistsawards/video10.cfm>
 - <http://www.book-trailers.net/>
- Find Book Trailer Resources at:
 - <http://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)
- Find Videomaking tips at:
 - http://www.youtube.com/video_toolbox
- Don't have a video camera? – you can borrow a Flip Video™ Camera for a week at the Glenside and Elkins Park branches.

Send questions to Christina Riehman-Murphy at [criehman-murphy \(at\) mcclinc \(dot\) org](mailto:criehman-murphy@mcclinc.org) or call 215-885-0457.

School District of Cheltenham Township
2000 Ashbourne Road
Elkins Park, PA 19027

PHOTO RELEASE FORM

2009-2010

I, _____, hereby give my full permission to the School District of Cheltenham Township and/or its duly authorized agents to use a photograph/slide/video of myself or my _____

(Name and Relation)

or my student's artwork, photographs, and the like for the purpose of publicizing the activities of the School District of Cheltenham Township. I understand that this photograph/slide/video may be used in local and area newspapers, official School District of Cheltenham Township publications/website/cable access channel, and other commonly utilized public relations media at the discretion of the School District of Cheltenham Township.

I hereby release the School District of Cheltenham Township and/or its duly authorized agents from any and all liability in connection with the above use of this photograph/ slide/video.

DATE: _____

Signature of Parent/Guardian:

Address:

Phone:

_____ If you do not want your child's photograph to be used, please check here and sign below

Parent signature to NOT release photo of student, student work, etc.

CHELTENHAM TOWNSHIP LIBRARY SYSTEM

215 SOUTH KESWICK AVENUE

GLENSIDE, PA 19038

215-885-0457

I, _____, hereby give my full permission to the
(print name)

Cheltenham Township Library System, the Township of Cheltenham and/or its duly
authorized agents to use a photograph/slide/video of myself and/or my

_____, _____, for the
(relationship) (name)

purpose of publicizing the activities of the Library System and/or the Township. I understand that this
photograph/slide/video may be used in local and area newspapers, official Cheltenham Township Library System
or Township publications/website/cable access channel, and other commonly utilized public relations media at
the discretion of the Cheltenham Township Library System or the Township of Cheltenham.

I hereby release the Cheltenham Township Library System and/or its duly authorized agents from any
and all liability in connection with the above use of the photograph/slide/video.

Date: _____

Signature: _____

Address: _____

Phone: _____

Please provide a brief description of what is taking place in the photograph/slide