



Teen Video Challenge 2018

Information for New York State Public Libraries

CSLP Competition Overview

For the 2018 Summer Reading Program, the Collaborative Summer Library Program (CSLP), working through member states, is soliciting amateur videos, produced by teenagers, to serve as official CSLP sanctioned summer reading teen videos. The purpose of this contest is to give teens the opportunity to make videos that encourage use of their public libraries and promote reading all summer long. There will be **one winning video chosen from each 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. All CSLP member states will have access to the official winning videos from the CSLP website.

New York State Competition:

All information and application forms for the New York State implementation of the competition can be found by going to www.summerreadingnys.org.

- For libraries: scroll over the menu bar "Librarians and Educators" and then click on "Teen Video Challenge Information" to go to "Information and Forms for Libraries Participating in the 2018 TVC" for all materials:
 - Information & Timeline for NYS Public Libraries
 - New York State Entry Form for submission by teen entrant

- Public Library to State Submission Form
- Public Library to State Submission Form - Instruction Sheet
- Promotional poster
- Link to the top of the 2018 Teen Video Challenge page (all information there is directed towards teens)
- For teen entrants: click on the “2018 Teen Video Challenge” link on the left hand side of the screen or scroll over the menu bar “Teens” and then click on “Teen Video Challenge.”
Materials and information include:
 - New York State Entry Form for submission by teen entrant
 - CSLP Model Release Form – submit with entry
 - Competition Rules
 - Resources for public domain material and about copyright and fair use
 - Link to previous New York State Teen Video Challenge winners

Public library and public library system participation in the competition:

Entering the competition:

- **Each Entry Form must list a local public library.** Whether the library’s teen video group created the video, if the teen worked with a video group at school, or if the teen worked on his or her own or with an outside group, CSLP wants to stress the importance of summer reading as a public library program.
- **The Entry Form and Model Release Form(s) must be submitted to the local public library.** This is furthering the connection with teens and the public library.
- The Entry Form, Model Release Form, and poster can be printed out from www.summerreadingnys.org.
- **Be advised** that all audio must be free of copyright protection or be created by the teen entrant(s).
- Once the **Entry Form and Model Release Form(s)** have been received, the **local public library should review and retain them** and **e-mail** the following to Sharon Phillips at Sharon.Phillips@nysed.gov:
 - Subject heading: TVC 2018 Submission
 - Attach to the email a completed “Public Library to State Submission Form” for each entry the public library received

If a local public library does not want to accept completed Entry Forms, please contact Sharon Phillips at Sharon.Phillips@nysed.gov.

Promoting the competition and use of videos:

- **Please inform all staff in your library about the competition** - Any teen, age 13-18, in NYS can enter this competition by submitting their Entry Form to their local library.
- **A link** can be added to the library’s website to inform teens of the competition and where to get all materials and forms.
- **Local promotion** will serve as the main vehicle for teens to learn about the competition and become involved.
- **Utilize school connections** and inform them of the competition. Be sure to give them a link to the New York State Teen Video Challenge webpage.
- A public library and/or public library system can choose to use any locally submitted video to promote summer reading at their library and/or to bestow special recognition on the teen film maker(s).
- Once announced by CSLP, a public library can use the New York “2018 Teen Video Challenge” winner to promote summer reading among teens as well as any other CSLP “2018 Teen Video Challenge” state winning video.

New York State video submission and selection – Timeline

Date	Activity
November 2017	New York State launches the 2018 Teen Video Challenge Competition
November 2017 – January 2018	Statewide and local promotion of the competition. Selection of Judges.
February 21, 2018	Deadline for submission of all competition Entry Forms to local libraries
February 28, 2018	Deadline for email of completed Library to State Submission Forms from local public libraries to the New York State Library
February 28 – March 9, 2018	A panel of artists, filmmakers, and other experts (provided by the New York State Library) will determine the winning video.
March 10, 2018	Once the New York State winning video is chosen, the public library is contacted to send the winner’s Entry Form, Model Release Form(s), DVD of the video, all appropriate contact information, and a written descriptive summary of the video for full accessibility. All documents received will be retained at the New York State Library as part of <i>Summer Reading at New York Libraries</i> materials.
March 15, 2018	The New York State Library sends the New York State winning video to CSLP for final approval
Spring 2018	All CSLP winning videos, the Teen PSAs for the 2018 CSLP Summer Reading Program, are announced and made available on the CSLP website. New York State will announce and post the New York State winning video once final approval has been received from CSLP following the CSLP announcement.

Criteria for New York State winning video:

The video promotes reading and libraries and includes the teen(s) interpretation of the 2018 CSLP teen slogan “Libraries Rock!” for the 2018 Summer Reading Program and

- The video has a clear message and is delivered in a creative way.
- All materials used are in the public domain or are created by the teen(s).
- The video can be used to promote summer reading at any public library nationwide.
- Is in a format that can be uploaded to and shared on www.youtube.com.
- The video has closed captions.
- The length of the video is at least 30 seconds long and no longer than 90 seconds.
- The video entry form is properly filled out and includes the name of a public library.
- The video includes signed Model Release form(s).

All entries containing copyrighted material (audio, images, etc.) will be disqualified.

Winning awards:

CSLP will award the associated public library a \$50 gift certificate from CSLP and Upstart. The winning video’s creative team will be awarded a cash prize of \$100!

Winners will be announced by CSLP and the New York State Library in the spring of 2018.

For questions, contact Sharon Phillips, *Summer Reading at New York Libraries* Coordinator, at (518) 486-4863 or Sharon.Phillips@nysed.gov.



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