



Teen Video Challenge

WIN
\$250!

You are
HERE



Entry Deadline: Sunday,
February 27 at 6 p.m.

Create a video promoting Summer Reading and you could win \$250!

You Are Here! So why not put it on film? This year's teen summer reading program theme is "You Are Here!" The idea behind the theme is that everyone, especially teens, plays a part in the diverse world we live in. To celebrate the unique perspective of teens and the important role you play in our community we are asking you to make a 30-90 second public service announcement, using the theme "You Are Here."



You could win:

- **\$250 cash** - All entries will be submitted to a state-wide contest for a chance to win \$250! The state-wide winner will be announced in April.

In addition to possibly winning \$250, the Rapid City Public Library will be awarding 1st, 2nd and 3rd place prizes at the local level on Saturday, March 12:

- **Digital Camera** - 1st place
- **MP3 Player** - 2nd place
- **\$50 Best Buy Gift Card** - 3rd place

You are Here Teen Video Challenge Film Premiere

Saturday,
March 12, 7 p.m.
Downtown Library
Meeting Room B



Walk the red carpet to a theatre style premiere with sweet treats and popcorn. All entries will be shown, winners announced and prizes awarded.

How to Enter:

1. Pick up an entry packet at either Rapid City Public Library
2. Go to www.rapidcitylibrary.org and click the "You Are Here" Teen Video Challenge link
3. Download the optional audio files of the "You Are Here" theme song
4. Explore art and music resources in the public domain (see back) and/or shoot video footage
5. Create your video (30 to 90 seconds)
6. Entitle your video: "You Are Here-SD-Your First Initial & Last Name"
example: You_Are_Here-SD-J_Smith
7. Burn your video to CD (included in entry packet)
8. Fill out **model release form** and **entry form** (forms are included in each packet or can be downloaded at www.rapidcitylibrary.org)
9. Drop off your CD and forms at either Rapid City Public Library by 6 p.m. on Sunday, Feb. 27

Eligibility:

- South Dakota residents
- Ages 13-18
- Individuals or groups may submit entries

All videos must:

- Be 30 to 90 seconds
- Use the 2011 teen slogan "You Are Here" to convey the idea of teens as a part of a diverse country and world where all are unique and important
- Promote the idea of using public libraries to learn about ourselves and the wonderful world
- Promote the fun of reading
- May include "You Are Here" audio in English, Spanish and/or Instrumental

Terms and Conditions:

- All music (that is not supplied or in the public domain) and all artwork (other than public domain) must be created by the entrant.
- CSLP (and all CSLP member affiliates) have permission to use the "You are Here" submitted teen videos including all work created and all intellectual property embodied therein, as per the model release form.
- You must submit a signed model release form for each team member and each person shown in your video.

Videos will be judged on the following:

- Creativity
- Message clarity and relevance
- Motivation and inspiration
- Overall impact

Questions

Call 605.394.4171

Text 605.415.1826



What is Public Domain?

When material—images, music/audio, or movies—is old enough or when the creators don't renew the copyright, it falls into the Public Domain. Public Domain material doesn't have any intellectual property rights attached to it—anyone is free to reproduce and/or alter that material. For example, a symphony doesn't have to pay royalties (read: money) to the descendants of Beethoven to play "Für Elise" at a concert, but if you wanted to record that performance and use it in an internet video, you'd have to get permission and possibly pay for that right. The performance of the work becomes a separate copyrightable material.

When in doubt, check the **permissions**.

The University of California has a very useful FAQ on many of the issues that arise when dealing with material in the public domain. You can view it here: <http://www.universityofcalifornia.edu/copyright/publicdomain.html>.

What is Creative Commons?

With the advent of digital media and collaboration, a different licensing system called **Creative Commons** has been developed by an international non-profit organization. Creative Commons allows people to share their work and use the work of others to foster and support a community of artistic cooperation.

Many websites, like Flickr, offer users the ability to search by Creative Commons license. It's a straightforward system, and you can find out more about it at <http://www.creativecommons.org>.

The different Creative Commons licenses are described below. When you see them online, you'll either see a combination of these images or a text description of them, usually linking to the license as worded by CreativeCommons.org. For complete information on Creative Commons licenses visit <http://creativecommons.org/licenses>.



◀ The person means you have to say where the work came from—you'll always see this symbol.



◀ The dollar sign with the line through it means you can't use the work to make money (commercially).



◀ The circular arrow means that whatever you make using the work has to be licensed Creative Commons.

For more information and a list of websites to find public domain and Creative Commons materials visit www.rapidcitylibrary.org

