

# Create a Video About Summer Reading Club!

You Could Win \$400!



Create a commercial for the 2015 Summer Reading Club at your public library to be played on the morning announcements at BISD elementary and middle schools and at Birdville area public libraries. Summer Reading Club promotes reading for children through programs and incentives.

**Pick up contest rules at your school library!**



## **SUMMER AND INFORMATION READING CLUB - CONTEST RULES**

**ENTRY DEADLINE** All entries and completed release forms must be submitted to <http://tinyurl.com/BISDSRC2015> by February 13, 2015 at midnight.

**PROJECT SCOPE** To create a two to three minute video commercial that advertises the Summer Reading Club entitled “Every Hero Has a Story” for the cities of Haltom City, Hurst, North Richland Hills, Richland Hills and Watauga. The winner will have their commercial played at all Birdville Elementary and Middle School morning announcements and at the Haltom City, Hurst, North Richland Hills, Richland Hills and Watauga libraries and will receive a \$400.00 cash award.

### **CONTEST RULES**

- All participants must be currently enrolled in the BISD.
- Participants may submit either one individual project or one group project.
- The commercial will be viewed by children between the ages of 5 – 11.
- All content must be age appropriate.
- The entries must include a description of the Texas Summer Reading Club, its 2015 theme and mention each sponsoring library. It should also include stills or footage from each library.
- Entries must adhere to all applicable copyright laws and guidelines. See your school librarian about copyright laws for music, video and photos.
- Entries must be submitted in a standard, usable digital format.
- The judges will be employees from the sponsoring libraries and a representative from the Richland High School Library.
- The winning student(s) must provide six digital copies of their video for distribution and commercial broadcast by the sponsoring libraries.
- The judges reserve the right to not select any or all entries.
- Winners will be notified by February 20, 2015.

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