

YouTube Video Contest Proposal

[Proposed by Michelle Loh]

Event Concept	YouTube Video Contest
Intended audience	Teens (9-12 th grade)
Objectives	YouTube contest and movie viewing party where teens will submit a short video, no more than 5 minutes. Participants can either make a book trailer or a fan video about their favorite book that will be judged by the Teen Advisory Council and selected staff members. The videos will be viewed at a movie premiere night where the videos will be shown and prizes will be given out at the end.
When and Where	<ul style="list-style-type: none"> • Teen Tech Week • Auditorium, large meeting room, or movie theater
Set up / clean up	Set up: 4:00 pm-6:30 pm <ul style="list-style-type: none"> • Decorate, set up food and displays. Clean up: 8:00 pm-9:00 pm <ul style="list-style-type: none"> • Pull down decorations, put away display items and save extra lists and giveaways.
Required Materials	<ul style="list-style-type: none"> • Decorations: butcher paper, construction paper, markers, and stamps • Possible Giveaways: Books, bookmarks, pencils, buttons, and any extra giveaways we might have. • Display: Copies of the books that have been made into trailers and other books that share the same theme. There will also be a list that has additional books, audiobooks, graphic novels, movies, and games that also have a similar theme. • Prizes: gift cards for winners • Tables : display table and snack table • Projector • Sound system • Screen to view the movies • Chairs or Seating for all participants and others attending • Microphone
Staffing assistance	<ul style="list-style-type: none"> • The teen librarian will be the main facilitator of the event. • Additional teen volunteers are needed to help decorate the rooms, set up the book

	<p>display, and set up the obstacle course.</p> <ul style="list-style-type: none"> • Before the event, ask teen volunteers to help decorate the space. • There will need to be one staff member to monitor the program during its duration and introduce the event. The staff member will need to be present an hour before the event and an hour afterwards for clean-up and shut down. Two to three volunteers will also be needed to help with decorating the space and setting up the display and snacks, and assisting with clean-up afterwards.
Marketing/Promotion	<ul style="list-style-type: none"> • Put a notice on the library website and on the event calendar. • Create a flyer to post in the teen area and around the library. • Email your teen volunteers to ask them to spread the word to their friends and to post the event on their Facebook page or other social networking sites they use. Ask a few if they might be willing to post a flyer in places they like to hang out. • Post on your Facebook page. • Post flyers in coffee shops, craft stores, bookstores, and community centers. • Make sure to make an announcement about this event during other teen events. • Talk to the teens and parents that come into the library and let them know about the event. • Send an email or call community members that work with teens to let them know about the event.
Technology requirement	<ul style="list-style-type: none"> • Microphone • Screen • Projector • DVD player • Sound system • Bring an iPod filled with music to shuffle while people are entering. If an iPod is not available, borrow a CD player and CDs from the library.
Food	<ul style="list-style-type: none"> • Visit bakeries, grocery stores, and restaurants in the area to see if they would

	<p>be interested in donating food or drinks for the event. Make sure there are healthy options.</p>
Rationale	<ul style="list-style-type: none"> • Teens live in a media-rich world where they collaborate on blogs and website content, communicate their feelings and thoughts through texting, instant messages and social networking sites, and share, post, and comment on video sharing sites. They are eager to express themselves, be creative, and connect with other teens in an online environment. • This event will promote library services and materials to teens that might not be aware of them. • The activities will allow them to be creative, active, engaged, and think about books. • The event will allow teens to interact with other teens, librarians, and staff members that might be helping with event. • The teens will associate the library with fun activities and think of it as a safe, fun place to spend time, meet new people, and discover new books and other materials. • It will hopefully make the teens develop a lifelong relationship with the library.
After the event distribute evaluations for feedback	<p>Questions:</p> <ul style="list-style-type: none"> • Where did you hear about the event? • Did you have fun? • Would you like to attend an event like this again? • What did you like best? • Did you meet anyone new? • Did the event meet your expectations? • If we did this again, can you think of anything that would improve the event?