

StoryTubes 2009 National Contest FAQ

What is the StoryTubes Contest?

The 2008 contest gave elementary aged kids a chance to create an online video that promoted a favorite book. Each video lasted two minutes or less, had one child in it, and featured one book. The videos were viewed and rated, and the most creative in each of four categories moved on to online voting. Winners won books for themselves and the public or school library of their choice. The 2009 contest will be similar, but will be open to teens, too, and will feature a few new twists. Both are patterned after a local contest called Storypalooza, created by Denise Raleigh at the Gail Borden Public Library in 2007. For more information on the 2008 contest, visit www.storytubes.info.

What is the purpose of the contest?

The contest is a new way to get kids excited about books. It is a marriage between our traditional mission and new technology, and it takes advantage of kids' interest in and facility with digital media.

What is a partner library?

Partner libraries make the contest possible. They help spread the word to all kinds of news outlets and in their own libraries and community or regional circles. Representatives from these libraries stay informed about the contest, help to make decisions about it, and provide volunteer or staff reviewers to watch and rate video entries from their region of the country. Staff with YouTube and/or TeacherTube expertise may provide virtual support. We also ask partner libraries to offer taping and uploading at their buildings.

When will the 2009 contest occur?

We expect there to be some tweaking, but the general timeline is as follows:

- September, 2008 Library and sponsorship partnerships decided, preliminary decisions made, preliminary publicity released
- November, 2008 Second wave of publicity released, website completed
- January – February, 2009 Entries accepted and reviewed
- March – April, 2009 Awards phase (judging, voting, etc.)

How many regional partner libraries will there be?

The number of libraries is not firm. We want each region of the country to be represented, and there are multiple ways to divide our country into regions. Ideally, we would like to have at least as many (or more) partners than the five we had in 2008.

If we become a partner library, how much staff time will it take?

If we knew the answer to this, we'd be glad to share it! The amount of staff time involved depends on several things, but the largest factor for your Youth Services representative is the number of video entries. Online word-of-mouth is unpredictable, and the number of entries could be small, moderate, or enormous. We do encourage you to work with college or grad students, fellow librarians, or any other volunteer base available to you to recruit volunteer reviewers. Reviewers can work in your buildings or remotely, depending on your preference. A standard grading rubric is used by all reviewers and an online reviewing module makes the review process as easy as using a mouse. Some staff time is also required by other departments in your organization, depending on how duties are distributed. Duties include filming children and uploading their videos, working

with your community to create interest in the contest, distributing publicity materials, and providing some assistance with technical troubleshooting.

How does a library become a partner library?

Fill out the StoryTubes 2009 Partner Library Application Form and submit it as instructed on the form. As it is a national contest, we hope to partner with libraries that represent all the regions and the diversity of our country and that are excited about working with us to offer a successful contest. Applications will be reviewed in the order in which they are received, and partners will be selected as we review applications. Our first wave of publicity is scheduled for September, 2008, so please apply soon.

If becoming a regional partner is too much of a commitment for us, are there other ways to be involved in the contest?

There are lots of ways to be involved in the contest. First, we plan to offer taping sites. These sites simply choose one or more days and times to offer digital videotaping. To add your taping time to a national list of taping locations, email fbrautigam@gailborden.info. Second, link to the contest site from your library's homepage or write about it in your blog. You are also welcome to release contest information through any of your traditional outlets, including your library newsletter or other publications or to print out downloadable flyers or posters. As the 2009 contest develops, additional opportunities may become available, so check the website at www.storytubes.info now and then for additional information.

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