



# Teen Tech Week™ Promotional Song Contest

## GUIDELINES FOR CONTEST ENTRIES

### WHAT'S IT ABOUT?

The Young Adult Library Services Association (YALSA), the fastest growing division of the American Library Association (ALA), has launched a new initiative, Teen Tech Week, which is aimed at getting teens to use their libraries for the different technologies that are offered there, such as DVDs, databases, audiobooks, electronic games and more. The goal is also for teens to recognize that librarians are trusted information professionals who use their expertise to help others become competent users of information technology. Teen Tech Week will be celebrated for the second time on March 2-8, 2008. The purpose of the contest is for teens to create a song that promotes libraries and their many technology resources to teens.

### WHO CAN ENTER THE CONTEST?

Any teen or group of teens (4 maximum) aged 12-18 who has written permission of parent or guardian.

### HOW TO ENTER THE CONTEST?

- All song entries must be an original work made between December 1, 2007 to March 8, 2008.
- There is no fee for submitting the entry.
- Teens may send in one entry. An entry form must be submitted to YALSA, [yalsa@ala.org](mailto:yalsa@ala.org), by midnight on March 8, 2008.
- Songs must be uploaded in mp3 format to Archive.org by midnight on March 8, 2008 and tagged with the phrase **ttw2008**.
- Songs can be no longer than 3 minutes.
- If you have questions about the contest, please contact Nichole Gilbert at 1 (800) 545-2433 x4387 or [ngilbert@ala.org](mailto:ngilbert@ala.org).
- Lyrics must be typed and submitted with the contest entry form.

### WHO WINS?

YALSA will organize a member review panel to judge the songs. The review panel will select five finalists and one winner. All decisions made by the review panel are final.

Judges will be looking for content that promotes library technology and Teen Tech Week, well-written and audible lyrics, creative approach, and clear-sounding production quality (sound effects enhance rather than detract).

### WHAT DO I WIN?

**ALL ENTRIES** - Every entry will be acknowledged with a certificate.

**FINALISTS** – The songs selected as finalists will appear on YALSA's website, [www.ala.org/yalsa](http://www.ala.org/yalsa). Each of the five finalists will receive one free book from YALSA.

**THE WINNER(s)** –The winner(s) will receive one free book and a \$50 gift certificate from a major bookstore, and will be interviewed for a *YALS* article and press release. The winning song may be used by YALSA in marketing and promotional materials related to Teen Tech Week.

### THE FINE PRINT

- ❑ Original work must be created by teens ages 12 -18. Consulting adults is permissible, but the planning, production and selection of subject matter must all be created entirely by the teen(s).
- ❑ The entry form must be submitted through a librarian who is a member of YALSA. Teens and/or teen groups may enter one song each for this contest, though they can work in a group of no more than 4 teens on the project.
- ❑ The song must promote public and/or school libraries and the different technologies the library has to offer teens for recreational and/or educational purposes.
- ❑ Songs must be uploaded to the Internet Archive by midnight on March 8, 2008 and tagged with the initials ttw2008.
- ❑ Song entries should be between 1.5 and 3 minutes in length.
- ❑ Entries may be spoken, musical, or a combination thereof.
- ❑ The lyrics of the song must be typed and submitted with the entry form.
- ❑ Winners will be notified by April 7, 2008. The winning teen(s) will receive a \$50 gift certificate to a major bookstore. The sponsoring librarian will receive \$100 worth of free books, and both will be featured in *YALS*.
- ❑ Music clips integrated into the song must be legally licensed either by obtaining the copyright holder's permission, using materials licensed through Creative Commons licensing, or using entirely original content created by the teen(s) submitting the project.
- ❑ Contestants agree that YALSA may publish their song and name(s) and may use both in future advertising campaigns and/or marketing materials. Contestants assign all ownership rights, including all intellectual property rights, in and to the song to YALSA. YALSA may alter,

modify or revise the song as it sees necessary to achieve the goals of the Teen Tech Week program.

- ❑ Contestants agree to make every effort to be available for a phone interview, and if not able to participate, agree to allow YALSA to use their name and song submission for advertising campaigns and/or marketing materials that may be on the web, in an article, in a press release or other medium announcing the winning entries.
- ❑ YALSA has no obligation to use the winning song for any purpose whatsoever.
- ❑ YALSA is not responsible for any lost, delayed, damaged, misdirected or illegal submissions. No entries will be returned.
- ❑ YALSA may disqualify any entry based on content and/or production.
- ❑ All costs associated with making and submitting a song is the contestant's responsibility. YALSA will not reimburse or be responsible for any costs incurred in the making or submission of any entry.
- ❑ All entries must adhere to the Internet Archive's Terms of use, as stated on the Internet Archive web site at <http://www.archive.org/about/terms.php>

#### **HOT TIPS**

- ❑ Create a song that promotes libraries, librarians and the technologies they offer teens.
- ❑ Plug in to your creativity! Connect teens and technology to libraries and/or librarians with your creativity.
- ❑ Each teen, or group of teens, is limited to one entry, so make it count!
- ❑ This is an opportunity to share YOUR VOICE, YOUR VIEW.
- ❑ Do your research: learn about Teen Tech Week at [www.ala.org/teentechweek](http://www.ala.org/teentechweek). Learn about libraries at [www.ala.org](http://www.ala.org). Click on "Libraries & You" at the top left of the page.
- ❑ While it is acceptable to have adult guidance and supervision in the project, judges want it to be BY teens FOR teens. Adults must be consultants only.
- ❑ Check Copyright! If you plan to use sound clips in the production, be sure to get permission or check to see if the clips are licensed for use through Creative Commons.
- ❑ Sometimes simple is better. You don't need expensive sound equipment and complex instruments to make a song. Use a microphone and free recording program such as Audacity.

#### **TAILOR YOUR MESSAGE**

**AUDIENCE** – The goal of your song is to bring awareness to teens regarding technology and the library. How do you want to communicate your message? Tailor your message to teens; they are the specific audience you wish to reach.

### **REACHING THE AUDIENCE**

- Judges will be looking for creativity and relevance in communicating a message to teens about the technologies the library has to offer teens and the help that librarians can provide.
- Take a look at your schools and libraries. See how you can attract teens to libraries through technology use. What catches your eye? What would attract other teens to the library and its technology?
- Teen Tech Week is all about getting the word out about all the great technologies available through the library. Make sure your song promotes technology and the library or librarians in a way that is appealing to teens.

## **STEPS TO CREATING A WINNING SONG**

### **Step One: Creating the Ideas**

- ❑ Brainstorm: think teens, technology, librarians and libraries. What pulls these concepts together? How will you package your message?
- ❑ Style: What style of music do you want to make? (i.e. Hip-Hop, Country, or a hybrid of many different genres?)
- ❑ Rhythm: Looking for a place to start? Clap a rhythm with your hands and let the song go from there. There are also many web sites with free rhythm samples that can be used in the song.

### **Step Two: Lyrics**

- ❑ Create a couple of drafts and share them with your friends. Ask them whether they feel the message is getting across clearly and in an entertaining way.
- ❑ Be sure to include the words “Teen Tech Week” in your song

### **Step Three: Recording & Editing**

- ❑ A basic recording setup includes a microphone, computer, and an audio recording program such as Audacity. Audacity can be downloaded for free from the internet.
- ❑ If necessary, adjust the recording input volume of your computer (found in the control panel of PCs).
- ❑ You don't have to produce your song with expensive equipment or complex instrumentation. Sometimes simple is better.
- ❑ Be sure to save a back-up copy before making edits. You'll want to have the original just in case you need to go back to it.
- ❑ Don't be afraid to experiment, exploring the software can be half the fun!

# Teen Tech Week

## Promotional Library Song CONTEST ENTRY FORM

(Complete a Contest Entry Form & mail in)

(Please type or print legibly)

**SONG TITLE:** \_\_\_\_\_

**SONG DESCRIPTION:** \_\_\_\_\_

**CONTACT INFORMATION:**

Name of Teen(s): \_\_\_\_\_

Librarian's Name: \_\_\_\_\_

Librarian's ALA member # \_\_\_\_\_

Library Address: \_\_\_\_\_  
Street
City
State
Zip

Library Telephone: \_\_\_\_\_ Librarian's E-mail: \_\_\_\_\_

**REQUIRED SIGNATURES:** Each contestant must have parental or guardian consent to participate. YALSA and its agents will be held harmless for any future issues concerning authority of consenting adults or that of contestants. *If entering contest as a group, please list all contestants and secure Parent/Guardian's permission for each to participate.*

**Participant:** *My signature below certifies that I have read the rules and agree to abide by them and that I assign all rights in and to my submission, including all copyright rights and other intellectual property rights, to YALSA. YALSA may publish my submission, publish my name and may use both in future advertising campaigns and/or marketing materials.*

**Parent/Guardian:** *My signature below certifies that I give permission for the participant to participate in this contest. The participant will abide by the rules set forth in the guidelines and assigns all rights in and to the submission as noted above, to YALSA.*

Participant's Name	Participant's Signature	Parent/Guardian's Name	Parent/Guardian's Signature
1.		1.	
2.		2.	
3.		3.	
4.		4.	

**Did you Remember to:**

- Attach the song's lyrics?
- Print the names of contestants AND an adult's name (parent or guardian) who is authorized to give permission for each of you to submit your promotional song?
- Include a phone number, e-mail address or mail address for a contact person regarding this promotional song.

**Remember: all entries must be received by YALSA by midnight March 8, 2008. (Including submission of the entry form and uploading to the Internet Archive.) Mail signed entries to:**

YALSA Video Contest 50 E. Huron St. Chicago, IL 60611