

To: OWLSnet Librarians

From: InfoSoup PR Committee

Date: December 7, 2007

Re: January YouTube Contest

In an effort to further endorse our online catalog and its features, the InfoSoup Public Relations Committee has planned a contest involving InfoSoup and the highly-popular YouTube (<http://www.youtube.com/>) for January 2008. According to an article in USA Today, posted on 7/16/2006, YouTube boasts nearly 20 million unique users per month!

The Promotion

Starting in January, InfoSoup card holders will have an opportunity to win a **Best Buy gift card by submitting a video on YouTube**. The rules of the contest are as follows:

- Participants must be 13 years of age or older.
- The video should be 1-5 minutes long.
- The theme of the YouTube video should be "Why I Love InfoSoup or My InfoSoup Library" and should include the following:
 - A scene in or outside of an InfoSoup library
 - The InfoSoup web site or the word "InfoSoup"
- The video may not contain content that is inappropriate.
- People who are included in the video must have agreed to be filmed.
- Patrons may not violate any library policies during the creation of their video.

The top two winners will each receive a Best Buy Gift Card! Winners will be selected by the InfoSoup PR Committee.

It is our goal that the contest will bring new users to InfoSoup. In order for a patron to have a chance to enter, they must have an InfoSoup (or OWLSnet) library card. If a patron who wants to submit a video *does not* have an InfoSoup card, they will be directed to their local library to obtain a card.

Participants will be able to submit their video on InfoSoup and will be asked for the following:

- Their name
- Their email
- InfoSoup card number
- URL to their YouTube video

Appropriate entries will be linked to from InfoSoup and the winners will also be announced there.

Where do you come in?

We need your help in getting the word out about this contest! We've included some materials to get you familiar with the promotion, and everything will also be posted online (see Key web links). Included in this packet are:

- **Posters** to hang in your library. High-traffic areas might include your teen spaces, internet stations, main doors, circulation desk, etc. Extra copies of the poster will be available online if you are interested in printing more.
- **Media release** to be sent to your local newspaper and area schools. Please use your library letterhead and insert the correct contact information.
- **Letter to school media specialists** to be sent to your local middle and high schools. Please use your library letterhead and insert the correct contact information.

Timeline

Week of Dec. 10, 2007:	Materials distributed to OWLSnet libraries
Week of Dec. 17, 2007:	Press release to be distributed by libraries to local media and area schools
Tuesday, Jan. 1, 2008:	Contest begins!
Thursday, Jan. 31, 2008:	Contest ends
Early February:	Winners announced

Key web links:

PDF of poster: <http://www.owlsnet.info/infosoup/pr/jan2008/poster.pdf>

MS Publisher file of poster: <http://www.owlsnet.info/infosoup/pr/jan2008/poster.pub>

PDF of mini-version of poster:

<http://www.owlsnet.info/infosoup/pr/jan2008/poster-mini.pdf>

MS Word media release: <http://www.owlsnet.info/infosoup/pr/jan2008/mediarelease.doc>

MS Word letter to schools: <http://www.owlsnet.info/infosoup/pr/jan2008/schools.doc>

Contest rules and submission form: <http://info.infosoup.org/youtube/>

To Keep in Mind:

- ✓ Feel free to post this promotion on your library site/blog once the press releases are distributed.
- ✓ Additional posters can be printed and hung at your local stores, post office, churches, etc.
- ✓ Please inform your staff about the promotion and encourage them to be familiar with the rules. Library staff and family members can enter, but they will not be eligible for prizes. Remember that the goal is to promote InfoSoup to NEW users.
- ✓ Have fun!!!

If you have any questions about this promotion, please contact Rick Krumwiede or Beth Carpenter at OWLS or Jamie Matczak at NFLS.

The InfoSoup PR Committee