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**JEFFERSON-MADISON**  
REGIONAL LIBRARY

**BIG READ 2012:  
BLESS ME, ULTIMA  
YouTube Contest Rules**

Jefferson-Madison Regional Library is hosting a video contest to promote THE BIG READ 2012. Videos are wanted to get people reading & discussing ***BLESS ME, ULTIMA***, by Rudolfo Anaya.

**To enter the contest:**

- Make a video of two minutes or less explaining what THE BIG READ is
- Post it to YouTube before midnight on 3/25/2012 and use the tag “**jmrlbigread2012**”
- Email [bigread@jmrl.org](mailto:bigread@jmrl.org) with the following information: a link to the video, date posted to youtube, contact information of entry, including name, address, and phone number.

**Your video should contain:**

- A reference to the 2012 THE BIG READ book, ***Bless Me, Ultima*** by Rudolfo Anaya
- The JMRL BIG READ URL: [jmrl.org/bigread](http://jmrl.org/bigread) and the following text: The Big Read is a program of the National Endowment for the Arts in partnership with the Institute of Museum and Library Services and Arts Midwest.

**Who is eligible:**

- Any person who holds a JMRL library card. (They're free: get one at your local branch today.)
- Teams of any number of people will count as single entries and should designate a single contact person.

**Winning videos:**

- Videos will be judged on the following criteria: content (including book title and “[jmrl.org/bigread](http://jmrl.org/bigread)”), clarity of message (including accurate information about THE BIG READ – ask library staff at [bigread@jmrl.org](mailto:bigread@jmrl.org) if you have any questions about THE BIG READ), creativity, and overall audio/visual quality.
- Winning entries will receive:
  - Judge's Choice: \$250 gift certificate
  - Viewer's Choice: \$100 gift certificate
- Judges' Choice Winners will be chosen by a panel of judges chosen by JMRL, and all decisions are final. Voting for Viewer's Choice video will be through the JMRL BIG READ Facebook page, and will end March 30, 2012. The winner of both prizes will be announced on the JMRL BIG READ website and Facebook pages on March 31st.

**Things to consider:**

- Videos should be original content only; all music, script, images, etc. should be the product of the video makers or in the public domain. Consider the consent of everyone on camera.
- Please make your video enjoyable for all ages – keep it clean!
- If you would like to film in a JMRL branch, contact the branch manager of that library.
- Any time you post to YouTube, their privacy and usage policies apply. These can be found at [youtube.com/t/terms](http://youtube.com/t/terms).