



Midwinter Gaming Festival Create Your Own Avatar 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), is pleased to announce a new contest aimed at encouraging librarians to use their libraries' technology in an imaginative way by creating their own avatars. In January 2008, during Midwinter, YALSA will continue the celebration of new gaming technology by hosting the third Midwinter Gaming Festival and announcing the finalists and winner of the *Create Your Own Avatar Contest*.

WHO CAN ENTER THE CONTEST?

Any YALSA member or registered attendee of YALSA's Gaming Festival.

HOW TO ENTER THE CONTEST?

- ❑ All avatar entries must be an original work and librarians are encouraged to team up with their TAG (Teen Advisory Group) members or other teens in creating an award-winning avatar.
- ❑ There is no fee for submitting the entry.
- ❑ An entry form must be submitted to YALSA, yalsa@ala.org, by midnight on January 4, 2008.
- ❑ Avatars must be accessible online by midnight on January 4, 2008.
- ❑ If you have questions about the contest, please contact Nichole Gilbert at 1 (800) 545-2433 x4387 or ngilbert@ala.org.

WHO WINS?

Winners will be voted on and selected during YALSA's Midwinter Gaming Festival. The five finalists and the winners will be announced during the YALSA Gaming Festival at Midwinter. You do not need to be present to win.

WHAT DO I WIN?

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

FINALISTS – The links to the avatars selected will appear on YALSA's website, www.ala.org/yalsa.

THE WINNER(s) – The winning avatar may be used by YALSA in all marketing and promotional materials related to technology. The winner(s) will receive \$100 worth of books, and will be interviewed for a YALSA article and press release.

THE FINE PRINT

- ❑ Original work must be created by the submitting librarian with the creative assistance of their teens or TAGS.
- ❑ The avatar must be accessible online by midnight on January 4, 2008.
- ❑ Winners will be voted on and selected during YALSA's Midwinter Gaming Festival. The winning librarian will be notified by January 20, 2008. The winning librarian will receive \$100 worth of free books and will be featured in a YALSA serial publication.
- ❑ Music, images, and video clips integrated into the avatar 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 librarian submitting the project.
- ❑ Contestants agree that YALSA may publish their avatar 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 avatar to YALSA. YALSA may alter, modify or revise the avatar as it sees necessary.
- ❑ 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 avatar submission on the web or in an article and press release announcing the winning entries.
- ❑ YALSA has no obligation to use the winning avatar 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 or production.
- ❑ All costs associated with making and submitting an avatar is the contestant's responsibility. YALSA will not reimburse or be responsible for any costs incurred in the making or submission of any entry.

HOT TIPS

- ❑ Create an avatar that promotes librarians and technology.

- ❑ Plug into your creativity! Tap into the creativity of your teens for assistance.
- ❑ Each librarian is limited to one entry, so make it count!
- ❑ Be creative; this is an opportunity tell us who you are.

TAILOR YOUR MESSAGE

AUDIENCE – The goal of your avatar is to tell us who you are and bring awareness to librarians regarding technology in the library. Be creative!

STEPS TO CREATING A WINNING AVATAR

Step One: Creating the Avatar

- ❑ Brainstorm: think technology, libraries and your role working with teens. What pulls these concepts together?
- ❑ Work the image that can be translated into a clear message telling us who you are.
- ❑ Create a couple of versions and show them to your coworkers and ask them whether they feel this is a reflection of you.
- ❑ Be sure that you have not used any copyrighted images or material.

Submitting Your Entry:

- ❑ Make sure your entry follows the guidelines listed here.



Midwinter Gaming Festival Create Your Own Avatar Contest ENTRY FORM

(Complete a Contest Entry Form & Turn in With Avatar Entry)

(Please type or print legibly)

AVATAR DESCRIPTION: _____

AVATAR Web Address (where to find the Avatar online):

CONTACT INFORMATION:

Librarian Name: _____

Librarian's ALA member # _____

Library Address: _____
Street City State Zip

Library Telephone: _____ Librarian's E-mail: _____

Did You Have Teen Assistance in Creating Your Avatar? _____

Participant: *By submitting this form, I certify 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.*

Did you Remember to:

- Include a phone number, e-mail address or mail address for a contact person regarding this avatar.

Remember: all entries must be received by YALSA by midnight January 4, 2008. (Including submission of this entry form and online information to view the Avatar.)

Email entries to:
yalsa@ala.org