



**“Lights, Camera . . . Literacy”
2010 VIDEO CONTEST**

1. **Theme:** “The effect of literacy or illiteracy on your life or on the lives of those you love.”
2. **Deadline:** Received by CFLC by 5 pm on February 25, 2010.
3. **Format:** DVD.
4. **Entries:** Submitted on DVD to CFLC offices, 1012 S. 17th St. Wilmington, NC 28401. May be submitted in person, via US Mail or other delivery service.
5. **Length:** 3-5 minutes; videos over 5 minutes will not be accepted.
6. **Content:** Appropriate language, dress, etc. No nudity or profanity. Reviewers will make final judgments regarding appropriateness.
7. **Contestants:** May be amateur or professional. No age restrictions.
8. **Releases:** All contestants must have releases from anyone who appears in the video. All contestants must sign a release for CFLC verifying that the contestant is responsible for all that is on film.
9. **Video as Property:** Videos become the property of CFLC and will not be returned.
10. **Showing of Videos:** Videos will be shown on the CFLC website and YOU TUBE. Videos will be shown at the CFLC “Lights, Camera . . . Literacy!” Gala on March 6, 2010. Videos may be used by CFLC in other public forums to promote awareness of literacy.
11. **Judging:** Guests at the “Lights, Camera . . . Literacy!” Gala on March 6 will vote for their favorite video. Winners will be announced at the Gala and subsequently throughout CFLC’s internet and media avenues.

