



## GGC's "Host Our YouTube Playlist!" Initiative

### Rules and Regulations

Girl Guides of Canada –Guides du Canada (GGC) is looking for girl Members (5 – 17+ years old) from across the country to prepare short video clips introducing their favourite female singer or band's music video on YouTube, that has inspired confidence, courage and/or resourcefulness in them. GGC will compile the girls' video clips together with the music videos into one continuous YouTube playlist for our YouTube channel.

### Participants

- Any current girl Member of GGC, age 5 -17+ years old
- Girls may submit more than one video clip
- More than one girl may appear in any video clip submitted (all participants' names must accompany the submission)
- All participants must affirm in their submission that they have signed an Image Release Form (IR.1) and that it has been filed with their Guider

### Girls' Video Clip Submission Requirements

- Submitted video clips must be original content
- Video clips can be submitted either in English or French
- Video clips should be a maximum of **20 seconds long** and up to **6MB** in size
- Acceptable video file formats: **.flv, .fla, .swf, .mpg, .mp4, .mov, .wmv, .avi**
- All girls' video clips included in GGC's final compilation playlist are subject to review for appropriateness by GGC staff

### Content in the Video Clip

- Girl must **state** the following in their own creative, personable manner:
    - Their first name only
    - Unit name and Province
    - The name of their favourite female singer/band
    - Why their chosen female singer/band promotes confidence, resourcefulness or courage
- \*Note:** Please record your video clip in a well-lit and quiet area for optimal audio and visual recording. Video clips of poor quality will not be added to the final compilation playlist.



## Information to Accompany the Video Clip Submission

- The following information must be sent in via email with the video clips submission in order to qualify as a completed submission:
  - The girl's full name (last name will not be made public)  
\***Note:** If more than one girl appears in the video, kindly provide the full names for all of the participants
  - Unit name, city and province
  - Statement: "I agree that my Image Release (IR.1) form is signed and has been filed with my Guider"
  - 'Cut and paste' the link to your choice YouTube music video by a female singer or band  
\***Note:** Music videos must exist already on YouTube to be considered

## Submissions

- Submissions are being accepted starting Friday August 3, 2012
- Video clip submissions are to be emailed to [submissions@girlguides.ca](mailto:submissions@girlguides.ca)
- Video clip submission deadline: 11:59 PM EST Sunday, September 23, 2012

## Image submissions *(for those unable to submit a video clip)*

- Images (photographs or drawings) must be original
- Acceptable image formats: **jpg, jpeg, png, gif, pdf**
- **Acceptable image size: maximum 6MB**
- Scanned images are acceptable

## Content in the Images

- Drawn images should be about a topic that inspires the girl
- Images do **not need** to include the same information as the video clip requirements

## Information to Accompany the Image Submission

- Image submissions are being accepted starting Friday August 3, 2012
- The following information must be sent in via email with the image submission, in order to qualify as a completed submission:
  - The girl's full name (last name will not be made public)  
\* **Note:** If more than one girl is in the image, kindly provide the names for all of the participants
  - Unit name, city and province



- Statement: “I agree that my Image Release (IR.1) form is signed and has been filed with my Guider”
  - ‘Cut and paste’ the link to your choice YouTube music video by a female singer or band
- \*Note:** Music videos must exist already on YouTube to be considered

- Image submissions are to be emailed to [submissions@girlguides.ca](mailto:submissions@girlguides.ca)
- Electronic submission deadline: 11:59 PM EST Sunday, September 23, 2012 **unless** submitted via mail post: Must be postmarked Monday, September 17, 2012, and mailed to:

Girl Guides of Canada –Guides du Canada  
50 Merton Street,  
Toronto ON M4S 1A3  
Attn: Social Media Coordinator

- \* **Note:** While image submissions can be received and will be made part of the final video compilation, girls submitting images will not be eligible to be selected as the “Star video Host” for technical reasons

### **Video and/or Image final compilation playlist**

- The final compilation playlist of girls’ video clips with their choice music videos will be uploaded and shared on GGC’s YouTube channel on International Day of the Girl Child, October 11, 2012
- If more than one girl choses the same female singer/band, both girls will be included in the final compilation playlist, although the song will be inserted into the playlist only once
- If a large number of submissions are received, additional playlists may be created to accommodate playlist length

### **Selection of the “Star video host”**

- Judges will review all submitted video clips by girls to select a “Star video host”
- Judging criteria includes content and presentation skills of the girls in the video clips

- \***Note:** While image submissions can be received and will be made part of the final video compilation, girls submitting images will not be eligible to be selected as the “Star video host” for technical reasons



### The “Star video host”

- The girl selected as the “Star video host” will be notified on Monday, October 1, 2012
  - The “Star video host” will be asked to create another 30 second video clip that will be compiled at the beginning of the completed playlist as its introduction. This video will include:
    - First name
    - I’m the “Star video host” for GGC’s “**Host Our YouTube Playlists!**” initiative
    - *In own words, answer to:* Why is it important that the world listen to girls and young women on the International Day of the Girl Child – and every day!
    - Deadline: 11059 PM EST Sunday, October 7, 2012
  - The girl selected as the “Star video host” must agree that:
    - She will post appropriate content to GGC’s Facebook fan page on International Day of the Girl Child, October 11, 2012
    - She will abide by GGC’s Code of Conduct for behaviour on GGC’s Facebook fan page on International Day of the Girl Child, October 11, 2012
    - Will receive administrative rights by GGC for her own Facebook page to post on GGC’s Facebook fan page on International Day of the Girl Child, October 11, 2012
    - Will make her Facebook profile PRIVATE on and for at least one week after October 11, 2012
- \*Note:** If the selected “Girl video host” does not have, or wish to use her own Facebook profile, she can opt to send GGC the content and GGC will post on her behalf