

## COMPETITION ANNOUNCEMENT

The BOOKTRAILER FILM FESTIVAL (BFF) is promoted by Liceo Scientifico A. Calini in collaboration with:

- Institute of Journalism, Media and Social Communication of the Pontifical University of John Paul II in Krakow in cooperation with Zespół Szkół Ogólnoszaławczych nr 2 in Nowy Targ;
- Bulgarian secondary school “Atanas Dalchev”, Sofia;
- Croatian secondary school “Gimnazija Karlovac”, Karlovac;
- Romanian secondary school “Colegiul National Spiru Haret”, Bucarest;
- IISC “E. Amaldi”, Barcelona.

The Booktrailer Film Festival is a place for meeting and discussing literature and the ways it has been promoted through cinematographic language. It holds meetings, workshops with writers, journalists, actors, film directors and other experts. It engages schools, libraries, bookshops, associations, and websites aimed at the promotion of literature through cinema. In fact, the aim of the project is to spread the Booktrailer, a short video recreating a book and inviting people to its reading. An important moment of the Festival is a contest in which lower and upper secondary school students’ engagement and creativity are involved to independently create the booktrailers.

The official information channels for the Booktrailer Film Festival include: the interactive web platform ([www.booktrailerfilmfestival.eu](http://www.booktrailerfilmfestival.eu)), the connected Facebook page and Instagram profile, and the newsletter.

Its Partners are:

- for the European aspects of the project ‘Atelier Europa’, Brescia;
- for the Booktrailer Film Festival JUNIOR ‘Giosuè Carducci’ Lower Secondary School, Brescia;
- for Press and Communication ‘Accademia SantaGiulia’, Brescia;
- AGenda Cinema a Fedic Cineclub in Brescia which provides events and experts for local training activities.

It collaborates with schools, libraries, bookstores, associations, publishers and Internet sites for the dissemination of reading and cinema.

Created by Liceo Scientifico 'A. Calini' in 2007 the Booktrailer Film Festival became European in 2016 thanks to the involvement of schools from different European countries, which are now partners, in an Erasmus+ Project.

A great part of the Festival is the competition among booktrailers created by students who attend secondary schools and from 2018-2019 from pupils of lower secondary schools too. The award ceremony takes place on April 12th 2024 at Teatro Sociale in Brescia.

A national jury of experts, for each country involved, proceeds to designate winners of the 'Jury Prize' and the awarding of prizes. Moreover, each national jury selects by March 26th 2024 a maximum of three booktrailers that will take part in the European competition.

The winning booktrailer of each national section will be screened during the awards ceremony. Other booktrailers of the European partners, up to three for each nation, will be shown according to the unquestionable judgment of the Italian jury.

A jury of visually impaired experts, chaired by an Italian film director and scriptwriter, autonomously designates the winner of the 'Accessibility Prize' among the booktrailers selected by the Italian juries. The Accessibility Prize is sponsored by UIC (Italian Visually Impaired People Union).

A European jury, composed of one teacher and one student from each partner school and chaired by the Italian jury president, assigns the 'European Teachers and Students' Jury Award' among the three booktrailers chosen by the European partners.

A working team, composed of teachers, students, parents and experts, organizes the competition, which is to be repeated annually, and all of the initiatives related to the Festival.

A scientific committee, composed of some leading figures in different fields (cinema, literature, art, music, advertising) and chaired by the Headmaster of Liceo Scientifico A. Calini, guarantees the cultural quality of the initiative.

The names and biographies of the members of the scientific committee and juries can be found on the Booktrailer Film Festival's official website, provided by the following link:

<https://www.booktrailerfilmfestival.eu/en/juries> and

<https://www.booktrailerfilmfestival.eu/en/scientific-committee>.

## WHO CAN TAKE PART

Individual students, groups of students, or entire classes of lower and upper secondary schools can take part in the Booktrailer Film Festival Competition.

### HOW TO SIGN UP FOR THE CONTEST

The sign up request is free and it must be completed, exclusively online on the Festival website <https://booktrailerfilmfestival.eu/> from **December 1st 2023 to March 1st 2024**.

The booktrailers, unpublished and not published elsewhere before the awards ceremony, must be sent to the above website. The choice of the book to be reworked is up to the participant(s). Having registered as ‘users’ on the platform does not necessarily imply taking part in the contest.

The author or the person in charge of the booktrailer (after being named by the members in case of group work) who intends to participate in the contest must:

- create a personal channel on <https://youtube.com> (called after the name of the participant);
- upload the booktrailer on YouTube opting for the “Unlisted form” (please, don’t confuse it with “private form” or “public form”);
- add English subtitles according to the YouTube procedure so that they can be visible or not according to the watchers;
- save the booktrailer’s YouTube Link in **its full, extended form**;
- sign up on the BFF platform and create a user profile, then confirm the registration by clicking on the email link;
- complete the user profile with **truthful information**, paying very much attention to fill in the Country section and email;
- sign up to the contest, filling in the application form in every part by paying attention to:
- filling in the box with the title of the book which has to be in the national language and in brackets the title in English. For example, *Il vecchio e il mare (The old man and the sea)*;
- the “synopsis box” is to be filled in both in the national language and in English;
- uploading the youtube full link, otherwise it won’t be visible on platform;
- everyone taking part in the project has to be registered on the platform.

Participants are responsible for compilation errors, including those that are related to the link provided for viewing the booktrailer. The Booktrailer Film Festival’s staff isn’t responsible for checking and reporting on these errors. After the submission of the registration form and the uploading of the booktrailer, it won’t be possible in any case to modify the submitted information. Every student can only present one booktrailer. In the

case of group works, the participants are allowed to present only one other booktrailer individually or in other groups. As regards copyright violation, all instructions are available on the website. Only the booktrailer's author(s) will be responsible for any possible violation.

Please, regularly check on the news page of the platform, some little changes could be done after the publication of the announcement.

### **ESSENTIAL REQUIREMENTS TO VALIDATE THE PARTICIPATION**

Keeping in mind that the choice of the book is free, the booktrailer:

- must be the result of the students' autonomous work (teachers or experts can only play a cultural stimulation role in the production of the work);
- must have the same title as the book;
- cannot last more than 1 minute and 30 seconds, credits included;
- cannot be disclosed, nor contain a third person's intellectual property or shall be invalid;
- must not be published or published elsewhere before the announcements of the juries;
- can be in any language but must have English subtitles, embedded in the video according to the Youtube uploading procedure, overlaid in the booktrailer;
- must have credits in which all of these elements must be present:
  - Cover of the book;
  - Names of the participants and their role;
  - Name of the school, City and Country;
  - Name and origin of the music tracks used;
  - Provenience of any other further image used (pictures, original videos etc).

Booktrailers not respecting all of the above criteria could be excluded from the competition.

### **AWARDS**

The contest, reserved to lower and upper secondary schools, awards distinct prizes at the unquestionable judgment of the different juries:

- three prizes given by the Italian Jury with the possibility of an ex-aequo between the second and the third prize (secondary schools only);
- a prize for accessibility awarded by the UIC Jury (Italian Visually Impaired People Union);
- national prizes assigned by the national juries elected by partner schools;
- a European Teachers and Students' Jury Award;

- an online Audience Award, as the result of the on-line voting procedures on the web platform, which will be open from **April 1st 2024 to April 7th 2024**;

The competition reserved to the lower secondary school awards (valid only for the Italian contest):

a first prize awarded by the Junior Italian Jury. The best four booktrailers selected by the Italian Junior jury will compete for the accessibility prize.

## **AWARDS CEREMONY**

All prizes are made public on **April 12th, 2024 at 'Teatro Sociale' in Brescia**. An English translation will be provided.

During the following days prizes and motivations will be published on the Booktrailer Film Festival website.

The members of the Italian Jury for the upper secondary schools will meet on March 26th, 2024 at 3 p.m. They will evaluate the booktrailers and will award a cash prize to the three best works as follows:

- 1st prize: €1000 and a plate
- 2nd prize: €600 and a parchment
- 3rd prize: €400 and a parchment

Further mentions and/or prizes could be given for the works of particular value.

Because of the attention that the Festival pays to the theme of accessibility, the Italian Jury will be committed to give a special mention and 200 euros to the most accessible booktrailer for blind or partially-sighted people, with the support of the Unione Italiana Ciechi e Ipovedenti of Brescia (Italian Visually Impaired People Union).

The European Award will be communicated on the same evening and it will consist of a parchment or a plate.

The online Audience Award will be assigned on the same evening and will consist of 200 euros in order to buy some books or/and audiobooks purchasable online by "Il Narratore" publisher. The online competition is open from **1st to 7th April 2024** among the best booktrailers chosen by each national jury.

## **LOWER SECONDARY SCHOOLS**

The members of the Italian Jury for the lower secondary schools meets on **March 26th, 2024**, at 3 p.m. They will evaluate the booktrailers and will award a cash prize of 300 euros to the best work. Further mentions will be given, as well as further prizes other than money.

## **EUROPEAN JURY**

The members of the European Jury, composed by one teacher and one student from each school partner and the representative of the BFF as a linguistic mediator, will exclusively operate online, selecting the winning booktrailer among the three best ones chosen by the national juries. The online jury meets on April 4th 2024, lead by the president of the Italian Jury.

## **CRITERIA FOR AWARDING PRIZES**

The Juries indicate the winners and the selection of the booktrailers to show, and at their unquestionable judgment, based on the following criteria listed in no order of priority:

- clarity (communicative competence);
- originality (creative competence);
- use of technology (digital and movie competence);
- text comprehension (literary competence);
- product completeness and resources employment (managing competence).

All of the awards, except the on-line Audience Award, are accompanied by a written motivation that is made public during the Award Ceremony and that will appear on the website.

## **FINAL INFORMATION**

The Booktrailer Film Festival working team, that is to say the organizer and promoter of the event, can make decisions on any matters not included in this notice.

The registration form for the Booktrailer Film Festival Contest implies the unconditional acceptance of this announcement.

The calendar and the schedule of the screenings are the responsibility of the festival.

The booktrailers received will become part of the Booktrailer Film Festival archive for any future educational and research purposes.

The Booktrailer Film Festival reserves the right to network and / or use the booktrailers on a royalty free basis, only for cultural purposes and not for profit, to promote cultural exchanges, special projects, collaborations with other institutions and organizations, etc. . .

The Booktrailer Film Festival invites all of its participants to share their booktrailers online, through the most appropriate channels, only after the awards ceremony and their upload to the site for public viewing. The works selected for the competition may also be published online without any commercial purpose on the Booktrailer Film Festival web platform [www.booktrailerfilmfestival.eu](http://www.booktrailerfilmfestival.eu), in connection with the Liceo Calini website [www.liceocalini.gov.it](http://www.liceocalini.gov.it) and other partner schools. All rights related to the work are owned by the authors.

Responsibility for any property rights violation through the use of images, sounds, or videos is the responsibility of the Booktrailer authors.

The Court of Brescia is responsible for any dispute.

## **CONTACTS**

From all Countries: [info@booktrailerfilmfestival.eu](mailto:info@booktrailerfilmfestival.eu)

The Headmaster

The Teachers in charge

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