



HISTORY™ has joined with the Institute of Museum and Library Services and the President's Committee on the Arts and the Humanities to encourage libraries to strengthen their communities' interest in American history by creating themed exhibits and public programming. This is your chance to join a national dialogue about the American past. And your community story is a vital part of that conversation.



AMERICA
The Story of Us

H THE ADVENTURE BEGINS
SUNDAY APRIL 25 9/8c
HISTORY

LIBRARY OUTREACH CONTEST

You are invited to create a special exhibit or media project about American history. Prizes will be awarded for the best exhibits or media projects. Visit www.history.com/classroom for official rules and information about how to participate.

Questions? Email us at america@aetn.com

Prizing:

There will be three prizes awarded for each contest category.

Grand prize: \$15,000 (1 exhibit/media project will be chosen as a grand prize winner)

First prize: \$5,000 (2 exhibits/media projects will be chosen as first prize winners)

Second prize: \$1,000 (10 exhibits/media projects will be chosen as second prize winners)

Judging Criteria: Relevance to American history (25%); Effectiveness of exhibit (25%); Outreach to constituents (25%); Clarity and thoroughness of submission (25%)

Requirements:

- Open to all libraries, large and small. You **MUST REGISTER** to participate at www.history.com/classroom. Click on the Library Contest section of the site. Contest materials will be sent to registrants
- HISTORY will distribute tent cards and bookmarks or postcards with tune-in information on *America The Story of Us* for use of participating libraries. HISTORY will also provide participating libraries with a DVD copy of the series and related book, while supplies last. Tune-in information could also be included on the library website and mailings (electronic or hard copy)
- Contest submissions must include a submission form and a short (250 words maximum) description of the exhibit and the American history topic covered
- Contest submissions must include photographs or videos of the exhibit you have created (video preferred)
- Exhibit or media project must be created and accessible by **April 30th, 2010**
- Exhibits, media projects and programs may be ongoing, but



outreach to communicate the tune-in information and exhibit or media project plans to communities should be in place by **April 20th, 2010**

- Submissions must be postmarked by **June 1st, 2010**
- Any press and supporting letters should be included in submission
- For complete contest rules visit www.history.com/classroom

Suggestions:

- Develop hands-on features for younger visitors including interactive activities
- Incorporate local archives/documents or collection “treasures” into the exhibit
- Involve different constituency groups (a variety of ages and backgrounds)
- Strengthen your exhibit or media project with public programming. Invite a local historian or create a panel of experts to speak about an American history topic of interest to your community. Other ideas include a cooking presentation on traditional American food, a small concert or musical performance, creative performances such as puppet shows or

multimedia presentations

- Outreach to share the exhibit or media project with local schools, historical societies, museums and archives and/or community groups
- Use our press templates or develop your own for local communications. Reach out to your cable company, radio stations, and newspapers
- Tie in materials from “Picturing America,” a National Endowment for the Humanities program in collaboration with the IMLS
- Invite your elected officials to attend the opening of the exhibit or launch of your media project
- Have a camera handy! Take videos and still photos for your submission
- Host an online history quest related to your exhibit with books as prizes
- Looking for additional sources? Visit the Library of Congress online at www.loc.gov

The Institute of Museum and Library Services’ and President’s Committee on the Arts and the Humanities’ engagement in these contests does not constitute an endorsement of HISTORY™ or any other entity.

©2010 A&E Television Networks, LLC. All rights reserved. 0104.





HISTORY™ "AMERICA THE STORY OF US" LIBRARY OUTREACH CONTEST

2010 OFFICIAL RULES

AMERICA The Story of Us

THIS CONTEST IS INTENDED FOR PARTICIPATION BY PUBLIC, PRIVATE, AND SCHOOL LIBRARIES IN THE UNITED STATES.

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

1. CONTEST DESCRIPTION: HISTORY™ "America The Story of Us" LIBRARY OUTREACH CONTEST ("Contest") is a contest in which libraries (public, private, or school) throughout the United States create a special exhibit or media project based on an American history topic or theme. To participate, libraries must register by downloading the Contest Registration Form available at www.history.com/classroom and sending the form via fax to 212-210-1429 or email to america@aetn.com. Contest submissions must include the Contest Entry Form (available at www.history.com/classroom); photographs or videos of the exhibit created for this Contest; and a typewritten description of the exhibit (250 words or less). The exhibit or media project must be created and be accessible to the public by April 30th, 2010. Participating libraries are encouraged to display and provide tune-in information for the series America The Story of Us, premiering on HISTORY on April 25th, 2010. (HISTORY will provide materials with tune-in information for this series for display to any participating libraries.) Libraries are also encouraged to link their exhibits with a topic or theme covered in the America The Story of Us series. Episode descriptions for the series can be viewed online at www.history.com/classroom. Outreach efforts to share the exhibit or media project with local schools and/or community groups is essential. Use of primary sources is strongly encouraged. Exhibits and related programs may be ongoing, but outreach to communicate the tune-in information should be completed and exhibit plans to communities should be underway by April 20th, 2010. Submissions must be postmarked by June 1st, 2010. Contest submissions must include photographs or videos of the exhibit you have created (video preferred). Any press and supporting letters are welcome and should be included in submission.

2. ELIGIBILITY: This Contest is open to any public, private, or school libraries within the fifty United States and the District of Columbia (the "Contestant"). Employees of A&E Television Networks, LLC ("Sponsor"), and each of their parents, affiliates, subsidiaries, advertising and promotional agencies, prize providers, participating retail locations and each of their respective officers, directors, employees and members of the immediate family and persons living in the same household of each are ineligible. Contest ends at 11:59:59 PM (ET) June 1st, 2010.

3. TO ENTER: The Contest begins at midnight on March 10, 2010. In order to participate in the Contest, an individual with authority to represent the library (the "Submitter") must register to participate in the contest by downloading the Contest Registration Form and send it by fax to 212-210-1429 or by email to america@aetn.com. Upon registration, HISTORY will distribute materials associated with America The Story of Us to participating libraries. To enter the contest, an individual with the authority to represent the library (the "Submitter") must download and complete the Contest Entry Form found online at www.history.com/classroom. The Submitter must send the Submission form and support materials, including photographs or videos of the exhibit or media project, and written explanations describing the exhibit (250 words or less) (collectively, the "Contest Submission") via mail to: HISTORY LIBRARY OUTREACH CONTEST c/o Corporate Outreach Department, AETN, 235 E. 45th Street, New York, New York 10017. Entries must be postmarked no later than June 1st, 2010. Contest Submission must be original, truthful, unpublished, created solely by the Contestant (i.e., library employees), must not have been submitted in any other competition, and must not infringe upon any rights of any third party, including but not limited to copyright, trademark, and rights of privacy and publicity. Limit one (1) Contest Submission per Contestant for the duration of the Contest. Contest Submissions must be in keeping with the Sponsor's image and will not be defamatory, libelous, pornographic or obscene. Each Contestant grants to Sponsor, its successors, licensees and assigns the irrevocable, non-exclusive right to use the Contest Submission in any advertising, publicity, and promotion, in connection with the Contest in any manner at any time or place, in any present or future media, throughout the world in perpetuity. Sponsor shall have the right, in its sole discretion, to edit, composite, morph, scan, duplicate or alter the Contest Submission for any purpose which Sponsor deems necessary or desirable. Sponsor is not responsible for malfunctions of electronic equipment, computer hardware, software, malfunctions of the Submitter's email provider, lost, late, incomplete, misdirected Contest Submission or Contest Submission not received within the required timeframe. A Contest Submission not containing the required information, a Contest Submission in excess of the stated limit by the same person, and a Contest Submission not submitted in the required format will be disqualified. Proof of delivery or receipt of entry will not be deemed by Sponsor (defined below) as proof of entry. Any attempted form of entry other than described herein is void. Sponsor reserves the right to modify, suspend or terminate the Contest for any reason that compromises the legitimacy of the Contest or otherwise affects Sponsor's ability to fairly administer the Contest, including, in the event that it becomes infected by a computer virus or is otherwise technically impaired, to award prizes from among all eligible Contest Submissions received prior to cancellation or termination. Contest Submissions become the property of Sponsor and will not be returned. A subsequent Contest Submission submitted by a Submitter will be void.

4. REPRESENTATIONS, WARRANTIES, & GRANT OF RIGHTS BY SUBMITTER: Each Submitter who submits a Contest Submission represents and warrants that it is truthful and accurate, his/her own original work and has been legally created; does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party, has not been entered in or won previous contests or awards, and has not been published or otherwise used in any media. Additionally, each Submitter represents and warrants that s/he owns all rights and title to his/her Contest Submission, including, without limitation, the copyrights and all other intellectual property rights in the Contest Submission. By submitting a Contest Submission, a Submitter irrevocably grants Sponsor and its affiliates, legal representatives, assigns, agents and licensees, the world-wide, royalty-free, non-exclusive, unlimited, non-transferable, non-sublicensable, composite, morph, scan, duplicate or alter the Contest Submission for any purpose which Sponsor or its designated representative deems necessary or desirable, publish, re-publish, reproduce, copy, transmit, post, broadcast and/or televise, display, adapt, exhibit and/or otherwise use or re-use the Contest Submission, name, and city of residence, including, but not limited to, its publication or re-publication, as submitted or as edited, published or otherwise used in any media in its sole discretion, for commercial or other purposes on Sponsor's web sites as well as in any and all media without limitation, worldwide and throughout perpetuity, without additional compensation, notice to, or approval from Submitter or any other party. EACH SUBMITTER UNDERSTANDS AND ACKNOWLEDGES THAT SUBMITTER/CONTESTANT WILL BE PAID FOR OR RECEIVE ANY FORM OF COMPENSATION FOR HIS/HER ORIGINAL EXAMPLE BY EXCHANGE FOR GRANTING SPONSOR THESE RIGHTS. Each Submitter waives all intellectual property rights, privacy/publicity rights or other legal or moral rights that might limit or preclude the Sponsor's use of Submitter's Contest Submission, and agrees not to sue or assert any claim against Sponsor, Administrator, their respective parent companies, affiliates, subsidiaries, licensees, advertising and promotional agencies, prize providers, and each of their respective officers, directors and employees, and successors and assigns (hereinafter sometimes referred to as "Sponsor & Others") arising out of or connected with the posting, publishing, and/or use of Submitter's Contest Submission or Submitter's personal information as listed above. Each Submitter specifically agrees to waive all claims to receive any royalties or any kind of future or in the future from Sponsor & Others for any use of his/her Contest Submission. Each Submitter further agrees to indemnify and hold Sponsor & Others, harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of them due to or in any way arising out of the use of Submitter's Contest Submission, or the Submitter's conduct in creating the Contest Submission or otherwise in connection with this Contest, including but not limited to claims for trademark infringement, copyright infringement; violation of an individual's right of publicity or right of privacy; or defamation. Each Submitter further agrees to release and hold harmless Sponsor & Others from any and all claims that any product or publication subsequently produced, presented, and/or prepared by or on behalf of Sponsor infringes Submitter's rights with regard to any elements, language or ideas contained in any Contest Submission. Contest Submissions that do not comply with these Official Rules or that otherwise contain prohibited, or inappropriate content as determined by Sponsor, in its sole discretion, will be disqualified.

5. JUDGING CRITERIA/WINNER SELECTION: One (1) Grand Prize Winner will be chosen from all eligible Contest Submissions received. Two (2) First Prize Winners will be determined from all eligible contest submissions received. Ten (10) Second Prize Winners will be determined from all eligible contest submissions received. All Contest Submissions will be judged by a panel of educators ("Contest Judges"), whose decisions will be final as relates to the determination of winners, and the winners will be determined based on the following criteria: (A) Relevance to American History - 25%; (B) Effectiveness of Exhibit or Media Project - 25%; (C) Outreach to Constituents - 25%; (D) Clarity and Thoroughness of Submission- 25%. The Contest Submission with the highest score will be declared the Grand Prize Winner, two (2) Contest Submissions with the next highest scores will be declared as the First Prize Winners, and ten (10) Contest Submissions with the next highest scores will be declared Second Prize Winner. In the event of a tie, the tied Contest Submissions will be reviewed by an additional judge who will serve as a tiebreaker and who will evaluate the Contest Submissions according to the Judging Criteria listed above. The Submitters who have submitted the potential winning Contest Submissions will be notified via phone, or express or regular mail on or about June 28, 2010. As a condition of winning, the Submitter of the potential winners of any prize will be required, to sign and return, within fourteen (14) days of notification, an Affidavit of Eligibility/Compliance and Liability/Publicity Release, as allowed by law, and may be required to sign and return a statement affirming his/her Representations, Warranties, and Grants of Rights as stated in Rule 4 above and any other documents as may be reasonably requested by Sponsor. Failure to return any documents within the time specified or failure to respond to notification attempts or return of any prize notification as undeliverable will result in disqualification and selection of an alternate potential winner.

6. PRIZES: Grand Prize (1): A check in the amount of Fifteen Thousand Dollars (\$15,000) will be sent to the library designated in the Contest Submission that received the highest score from the Contest Judges. First Prize (2): A check in the amount of Five Thousand Dollars (\$5,000) will be awarded to (2) two libraries designated in the Contest Submissions that received the next two (2) highest scores. Second Prize (10): A check in the amount of One Thousand Dollars (\$1,000) will be awarded to (10) ten libraries designated in the Contest Submissions that received the next ten

(10) highest scores. The Submitters of the winning Contest Submissions will not receive or share in any prize or award. Sponsor's decisions shall be final as related to all prizes, awards, and all other matters pertaining to this Contest. Prizes may not be transferred or substituted, except by Sponsor with one of equal or greater value. Only one (1) Prize per library.

7. USE OF SUBMITTER/CONTESTANT INFORMATION FOR MARKETING PURPOSES: By entering this Contest, Entrant agrees that, unless Submitter otherwise opts out on the Contest Website, AETN and its designees may use Submitter's, physical and/or e-mail address to contact Submitter regarding AETN's programming and other offers and/or promotions that AETN believes may interest Submitter.

8. GENERAL: This Contest is subject to all applicable Federal, State and local laws and regulations. By entering, Submitters agree: (1) to be bound by these Official Rules; (2) to release Sponsor & Others from all liability, loss or damage arising out of their participation in the Contest and with respect to their acceptance and use/misuse of the prizes; (3) that the decisions of Sponsor and the Contest Judges are final and binding on all matters relating to the Contest; and (4) to the use of their names, likenesses and Contest Submissions for advertising and promotional purposes in all media worldwide (including online) without additional compensation, as allowed by law. Sponsor is not responsible for malfunctions or delays of the U.S. Postal Service, electronic equipment, computer hardware, software, malfunctions of the Submitter's email provider, lost, late, incomplete, misdirected Contest Submissions or mail not received within the required timeframe. Contest Submissions not containing the required information, Contest Submissions in excess of the stated limit by the same Submitter, and Contest Submissions not submitted in the required format will be disqualified. Proof of delivery or receipt of Contest Submission will not be deemed as proof of Sponsor's agreement to its eligibility into this Contest. Any attempted form of entry other than described herein is void. Sponsor reserves the right to modify, suspend or terminate the Contest for any reason that compromises the legitimacy of the Contest or otherwise affects Sponsor's ability to fairly administer the Contest, including in the event that it becomes infected by a computer virus or it is otherwise impaired by technological or human means and to award prizes from among all eligible Contest Submissions received prior to cancellation or termination. Contest Submissions become the property of Sponsor and will not be returned. Contest is governed by the laws of the State of New York, with venue and jurisdiction in New York, NY. Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of New York. All disputes arising out of or connected with this Contest will be resolved individually, and without resort to class action, exclusively by the United States District Court for the Southern District of New York. Should there be a conflict between the laws of the State of New York and any other laws, the conflict will be resolved in favor of the laws of the State of New York. All judgments or awards shall be limited to actual incurred out-of-pocket expenses (excluding attorneys' fees) associated with participation in this Contest and shall not include any indirect, punitive, incidental and/or consequential damages.

9. WINNERS LIST: For the names of winners of the HISTORY™ Library Outreach Contest, send a stamped, self addressed envelope to be postmarked no later than July 28th, 2010 to: HISTORY™ Library Outreach Contest WINNERS LIST c/o Corporate Outreach Department, AETN, 235 E. 45th St. New York, NY 10017.

SPONSOR: A&E Television Networks, LLC, 235 East 45th Street, New York, NY 10017.
A&E and HISTORY are registered trademarks of A&E Television Networks, LLC.
© 2010 A&E Television Networks, LLC. All rights reserved.

© 2010 A&E Television Networks, LLC. All rights reserved. 0164.

HISTORY Library Outreach Contest Registration Form

Fill out the information on this form to receive a packet of related materials including America The Story of Us tent card, postcards, and bookmarks (while supplies last) for display. Fax this form to 212.210.1429 or email the information to us at america@aetn.com

Name of Registrant _____

Library Name _____

Library Address _____

City _____ State _____ Zip _____

Email _____ Phone (____) _____

Exhibit or Media Project Title (if available) _____

Submissions must be postmarked by June 1, 2010

View official contest rules online at www.history.com/classroom.

Questions? Email us at america@aetn.com

HISTORY Library Outreach Contest Official Contest Entry Form

Name of Registrant _____

Library Name _____

Library Address _____

City _____ State _____ Zip _____

Email _____ Phone (____) _____

Exhibit or Media Project Title (if available) _____

Mail this form and supplementary materials to *HISTORY Library Outreach Contest*, c/o Corporate Outreach Department, AETN, 235 E. 45th St. New York, NY 10017. Entries must be postmarked by June 1st, 2010.

For more information, visit us online at www.history.com/classroom.

Questions? Email us at america@aetn.com