

### **Photo and Video Instructions**

Be sure to have the appropriate individual sign a media consent form for youth under the age of 18. You can download this from our website.

Where CODE or its local partners are hosting an event where photos/videos will be taken, we will be responsible for collecting signed media consent forms.

Photos and videos do not need to be professional except where CODE/CODE partner has hired a professional to collect this content. Selfies and homemade videos are our preference when you are doing it on your own.

Photos should be taken close up so your face is clear and recognizable. If you do not have a 'Read with Me' t-shirt you can use a sign that says Read with Me, or use a Facebook frame. You can download a Read with Me sign from our website.

Videos can be a little farther away, but please ensure viewers can see your face clearly.

Ideally, please hold a favorite book in the photo. Alternatively, a magazine, graphic novel, newspaper, Kindle or another e-reading device would be acceptable.

Although it is possible to read a variety of materials on a laptop or smartphone, we'd prefer you did not use these as your reading device in the photo or video because they are strongly associated with the internet and we want to encourage kids to read beyond the web. Additionally, the vast majority of youth will lack access to such technology and therefore want to ensure that the campaign is inclusive.

Please avoid reading materials that are overtly controversial or inappropriate for young adults as this will distract from our message.

We'd be thrilled if you chose to be photographed with a Burt Award winning title. We can provide a list of local Burt Award winners and supply you with a copy of the book of your choice.