

## Reading KOL – Short Video Competition 2018

The “Reading KOL – Short Video Competition 2018”, organized by Hong Kong Leisure and Cultural Services Department and Hong Kong Public Libraries, not only encourage the public to share the joy of reading, but also give them an opportunity to express their creativity through short videos, nurturing new blood for the development of Hong Kong's creative industries.

Participants have to produce a video to share the joy of reading or to promote reading. The entry video may be produced in Cantonese, Putonghua or English and should not exceed 2 minutes. The entry should be submitted together with a caption and a brief description on the concept of the video in not more than 100 words, in Chinese or English.

The Judging Panel, which comprises personnel from the academia, culture and arts, representatives from the Leisure and Cultural Services Department and the Education Bureau, will select the winners based on the following criteria: Content presentation (30%), Creativity (30%), Interestingness (20%), Use of techniques (10%) and Positivity (10%).

The competition is divided into Primary Category (P1 - P6), Secondary Category (S1 - S6) and Open Category. Awards for each category are as follows:

Champion (1 winner) - Cash coupon (HK\$8,000 in total) and certificate  
First runner-up (1 winner) - Cash coupon (HK\$5,000 in total) and certificate  
Second runner-up (1 winner) - Cash coupon (HK\$3,000 in total) and certificate  
Merit awards (3 winners) - Cash coupon (HK\$1,000 in total) and certificate

Trophies will also be given to the “Most Active Participating School” for in Primary and Secondary categories.

Entry with the highest number of views online will receive the "Most Viewed Award" and cash coupon worth of HK\$1,000 and certificate.

The award presentation ceremony will be held on 28 July 2018.

For more details, please visit:

<https://www.hkpl.gov.hk/en/extension-activities/page/133096/reading-kol.html>