



2006 POP WARNER HIGHLIGHT REEL

Pop Warner now has another place on the web where Pop Warner members can celebrate their teams, players, dance and cheer squads by sharing videos of their top Pop Warner highlights!

Today we are excited to introduce the 2006 Pop Warner Highlight Reel and our contest to determine the best Pop Warner Plays of the Year on YouTube. We know you proud parents have the videos and shoot your kids games, dance and cheer competitions. We know you coaches have video of games and competitions as well. So now's the time to show off those great plays, blocks, hits, TD's and high powered routines that you think are worthy of being part of the 2006 Pop Warner Highlight Reel and even have a shot for being recognized as a Pop Warner Play of the Year.

It's simple and easy to upload/post your videos to the Pop Warner designated YouTube groups. Best of all the video can be taken with your digital cameras, camcorders or even straight from your cell phone. We've created two groups, one devoted to football and the other devoted to dance/cheer. All you have to do is click on the appropriate links:

Football: <http://www.youtube.com/user/PopWarnerFootball50>

Spirit: <http://www.youtube.com/user/PopWarnerSpirit50>

SO HOW DOES IT WORK?

Pop Warner is looking for the highlights of your player, team, squad or cheer/dance member and the play or routine you think is worthy of consideration for the Pop Warner Highlight Reel and potentially the Play of the Year. The good news – there's no limit to how many times you can enter or upload/submit a video.

Videos will be judged by a variety of criteria including:

- Is it a “wow” play or routine?
- Number of views – views are the one thing you can control to help get you considered as one of the top plays of the year. The more views you have the more chance you have of being selected, so be sure to describe “tag” your video that will make it appealing.

The most viewed clips each week will qualify for consideration as the Pop Warner Play of the Year and other awards. The top 5 most viewed clips overall will qualify and be considered as well - so great clips don't have to automatically win the week to qualify, they can qualify by being the most viewed over the entire program.

Those clips that qualify for consideration will also eventually be moved to www.popwarner.com but we will keep you updated. All games and routines from the 2006 Pop Warner season including the Pop Warner Super Bowl and National Cheer and Dance Championships can be entered in the Pop Warner Highlight Reel Contest.

TIPS ON INCREASING YOUR VIEWS

Descriptions and “Tags”

One of the best ways to increase your chances for qualifying to be considered as a potential Play of the Year is to generate as many views of your video as possible. When you post a video to YouTube they ask you to provide a description or “tag” the video. This helps other YouTube users who enjoy watching similar videos in the same category of finding your video. For example a great TD-run might include “great TD run” “breaking tackles and going the distance” or be creative and use terms that fit the play “Heismanesque Play” or “Taking it to the house.”

Video Title

When you name your video pick a title that entices people to want to watch your video. Search around YouTube to see what works and attracts viewers – the title is often what drives them to watch. For example one video that has more than 2,000 views was titled “Player Gets Popped,” – you know exactly what you are going to see, but still want to see if its any good.

SAFETY TIPS

Kids, Get Your Parents' Permission!

The first thing everyone needs to know is that YouTube is NOT for people under the age of 13, at all. If you are under 13 years of age, please do not visit YouTube. Minors ages 13-17 are welcome, if they have permission from a parent or legal guardian. But a parent or legal guardian can post video of their kids under the age of 13 that are participating in Pop Warner programs.

Protect Your Secret Identity!

There’s no need to be alarmed, but we advise that you do take precautions when posting anything to the internet. If you post public videos, make sure there isn't anything in them that could help a stranger figure out who you are or where you live. Personal information like your telephone number or home address should NEVER be shared with other users. Watch out for things like license plate numbers on cars or images of the outside of your home which might accidentally appear in the background of a video and help a stranger to track you down.

Remember, YouTube employees will never ask you for your password, email address, or other account information. Don't be fooled if someone contacts you pretending to be from YouTube! If in doubt, you can always send a message to us by filling out the form on the YouTube website.

YouTube Commitment To Childrens' Privacy

<http://www.youtube.com/t/privacy>

Protecting the privacy of young children is especially important. For that reason, YouTube does not knowingly collect or maintain personally identifiable information or non-personally-identifiable information on the YouTube Sites from persons under 13 years of age, and no part of our website is directed to persons under 13. If you are under 13 years of age, then please do not use or access the YouTube Sites at any time or in any manner. If YouTube learns that personally identifiable information of persons under 13 years of age has been collected on the YouTube Sites without verified parental consent, then YouTube will take the appropriate steps to delete this information.

RESOURCES

YouTube is a great source of information on providing tips on how to best use their site, make videos and safety tips, so be sure to use the YouTube site as a resource. You can find most of what you need at the following link:

http://www.youtube.com/t/help_center

POP WARNER HIGHLIGHT REEL TIMELINE:

October 13, 2006 – February 1, 2007 – POP WARNER HIGHLIGHT REEL PROGRAM

October 10 – December 15, 2006 – Participants can upload video and participate in regular season voting

December 3-15, 2006 – Pop Warner Super Bowl and National Championship Voting

December 15, 2006 – Highlight uploads end

Pop Warner Play of the Year and subsequent award announcement dates are in the process of being finalized and will be disclosed at a later date.