

**Publisher Guidelines for the
Annual
VIDEO CARAVAN
of
Instructional Materials**

PURPOSE OF THE VIDEO CARAVAN

Oregon school districts and selection committees will have the ability to review all adopted materials from each publisher in order to select the materials.

Rules and Regulations

Publishers who are considered for adoption are expected to participate in the video caravan.

We ask that your company “host” this video for the adoption period.

- ❖ Length of video
 - No more than 30 minutes long
 - Be short and precise
- ❖ Browsers
 - Must run in the latest versions of traditional browsers
 - May use plug-ins such as:
 - *Flash
 - *QuickTime
 - *RealPlayer
 - *Windows Media Player, etc
 - May use public or private video services to display media as:
 - *Google Videos
 - *Teachers TV, etc.
 - *Vimeo
- ❖ Links
 - Must link to the contact representative for subject area
 - Show all pertinent information (phone, email, fax, address)
 - Materials that are “scheduled” for adoption are permitted
 - No links to your company’s front page website
 - No links to un-adopted materials

***VIOLATIONS OF THESE GUIDELINES WILL RESULT IN A PUBLISHER BEING REMOVED FROM THE
VIDEO CARAVAN***