

**By Jan Schultz**

***The Imperial Republican***

Imperial's new community development director said all you can find on YouTube right now about Imperial touches mainly on the weather.

"And maybe a couple of other little stories," Jason Tuller said at Monday's city council meeting. He thinks the positives of the small city to which he and his family recently moved should be better promoted on one of the most popular online sites—YouTube.

And, members of the council agreed.

They approved his proposal Monday on a 3-0 vote to sponsor a YouTube contest in which videos will be submitted that show what life in Imperial is like.

Tuller's idea is for people to create a video of things to do in and around Imperial this summer, reflecting the good life of the community.

"I'd like to see YouTube populated with videos of Imperial," Tuller said.

The posted video that gets the most "hits," or views, during a specific month-long period this fall will win \$1,000 in Chamber Bucks.

Second place will win \$500 and third, \$250, also in Chamber Bucks.

If the "hits" reach a million or more, the prize money will double.

Of course, all videos must be G-rated and will go through a screening process first by city officials. Cursing, smoking or alcohol should not be included in the video, according to the rules.

The video must be shot within a 15-mile radius of Imperial, with at least half of it in the city limits. Works must be original, including music.

Videos must be submitted to the city for the screening process by the Sept. 9 deadline.

After they are uploaded to YouTube, the ones receiving the most views from Sept. 16 to Oct. 15 will be deemed the winners. □

The council approved the expenditure of \$4,000, the maximum if all three prize winnings would be doubled, with additional funds for advertising.

The prize money will come from city sales tax LB840 dollars on the economic development side.

Prior to Monday's action by the council, members of the Citizens Advisory Committee also approved Tuller's contest proposal and the expenditure.