

WLD Video Commercial Guidelines

For this competition, all you have to do is send us an original videotaped **commercial postmarked by March 2, 2020**. Please note that we will not judge ANY commercials postmarked after this deadline. We will judge the commercial and announce the results on World Language Day. The competition is open to all levels and winning commercials will receive rosettes. Please observe the following guidelines:

1. EACH SCHOOL IS ALLOWED TO SEND ONE COMMERCIAL PER LEVEL PER LANGUAGE. You may choose the level(s) of students – 1st year, 2nd year, 3rd year, 4th year, 5th year, or native speaker. Please do not mix levels in a commercial.
2. Commercials may be NO LONGER THAN ONE MINUTE.
3. Videotapes must be .wmv, .mp4, or .avi format! PLEASE SEND FILE NOT A BURNED DVD!!
4. Please send only one DVD per language per school, separately from other registration materials.
(You may have several commercials on the same DVD or you may email them.)
5. **At least one of the students in each commercial** must be a registered participant of World Language Day.
6. Commercials will be judged on fluency, blocking (movement and positioning of actors), dramatic interpretation, pronunciation, memorization, originality, and cultural relevance. In addition, the quality of taping will be considered.
Please note: **Commercials will be marked down for violence, foul language, or sexual content. In addition, they must not be based on actual TV commercials.**
7. Commercials will be shown the morning of World Language Day. DVDs will not be returned.
8. **Please fill out the following form and attach it to your video.**

**VIDEOS WITHOUT ALL OF THE FOLLOWING INFORMATION
WILL BE DISQUALIFIED!
PLEASE MAKE SURE INFORMATION IS CLEAR & LEGIBLE!**

Teacher: _____

School: _____

Language: _____ Phone Number: _____

**Names of commercials in order of appearance (English and Target Language)
Level 1, 2, 3, 4, 5 or native speaker**

1. _____

2. _____

3. _____

(add more entries if necessary)

Postmarked by March 2, 2020!!!

Mail Videos to: UNC World Language Day
World Languages and Cultures Department
Campus Box 111-Candelaria Hall
Greeley, CO 80639