

2009-10 AAFLT Video Podcast
Speaking Up for Languages...The Power of Many Voices
Contest Guidelines

Submission Guidelines

1. Participation is limited to students who are enrolled in a PK-16 world language class at the time of submission.
2. Total video podcast length is not to exceed 1 minute.
3. Please follow the online directions for completing the release form when registering for the contest. If you are a PK-12 student attending public or private school, your world language teacher must register for you.
 - **Download the release form for students under 18 [here](#).**
(Parents/Guardians must sign this form)
 - **Download the release form for students over 18 [here](#).**
4. The video podcast must be viewable by all audiences; "G" rating.
5. Only two submissions per teacher for PK-12 programs, only one submission per student for postsecondary.

Submissions that do not meet these guidelines will not be considered.

Video specifications

- 1 minute maximum in length
- MP4, MPEG, MOV, MPG, MPEG or WMV format

Contest Deadlines

The contest begins September 25, 2009. The video submission deadline is December 15, 2009, 12pm Eastern Standard Time.

Entry categories

- Elementary School: Students enrolled in Pre-K through grade 5.
- Middle School: Students enrolled in grades 6-8.
- High School: Students enrolled in grades 9-12.
- Postsecondary: Students enrolled in higher education undergraduate courses.

Follow copyright laws

Be sure that you have permission to use any music, video, or animation that appears in your video. No commercial content is permitted.

Audience

The audience for these videos is the public at large so the use of English is encouraged although portions may be in the target language. All content should be appropriate for all ages.

Judging Criteria

The videos will be judged on the following criteria:

- **Content:** Is the "message" engaging and appropriate to the theme of the contest?
- **Creativity:** Is the idea shared innovative and creative?
- **Execution:** Is the use of technology effective and used appropriately to get the "message" across to the audience?
- **Effect:** Was the overall effect achieved in communicating to the audience?

All videos in all categories will be judged on the following criteria:

1. **Content:** Is the "message" **engaging and appropriate** to the theme of the contest?
 - Be sure the content of your video addresses the theme "Speaking Up for Languages...The Power of Many Voices."
 - **!**. Your video should take on a public service announcement format that encourages your peers to learn a language.
 - The content of your message should show some evidence of the 5C's of the national standards—Communication, Connections, Comparisons, Cultures, and Communities. (For more information about the 5 C's, visit, <http://www.actfl.org/files/public/execsumm.pdf>). For example, perhaps you have made "connections" and/or "comparisons" between the target language(s) and culture(s) with other areas of interest.
 - The content should be appropriate for all audiences—i.e. a "G" rating.
2. **Creativity:** Is the idea shared **innovative and creative**?
 - The judges will be looking at the power of your message encouraging others to learn a language and explaining why it is important.
 - Your video should show why learning the language is important *to you* and should be to others.
3. **Execution:** Is the use of **technology effective** and **used appropriately** to get the "message" across to the audience?
 - It is recommended that you watch your own video and focus on the use of the video camera. Ask yourself:
 - Is the video camera too close or too far away from the speaker(s)?
 - Did I move the video camera too quickly (making the viewer dizzy)?
 - Is the image on the video clear and appropriate for all audiences—i.e. "G" rating?
4. **Effect:** Was the overall effect achieved in **communicating** to the audience?

- It is recommended that you watch your video again. This time focus on how well you communicated your message. Ask yourself:
 - Is my voice too loud or too soft?
 - Is my speech too fast or too slow?
 - Are any flashcards or pictures easy to read or see?
 - Is the message appropriate for all audiences i.e. "G"rating?
- Remember to avoid using any copyrighted music or other copyrighted audio/visual materials.

How to produce a digital video...

- We highly recommend that you ask family, friends, and/or colleagues for help. Chances are you will know someone who has a digital video camcorder that has produced a video on their computer.
- Because of the variety of digital camcorders (brands and models) and the numerous video software packages available for MACs and PCs, it is not possible to provide one simple set of directions for creating and transferring video from a camcorder to your computer. However, there is an abundance of useful information available on the Internet that may help you better understand the process. Here are a few helpful links:
 - General information on digital video can be found at: http://en.wikipedia.org/wiki/Digital_video
 - General information on camcorders can be found at: <http://en.wikipedia.org/wiki/Camcorder>
 - General information about editing digital video using a computer can be found at: http://en.wikipedia.org/wiki/Video_editing_software
 - Uploading video to your computer will require some type of software that will recognize a video file. PC World offers information and a link to a free download for Microsoft Movie Maker (for Windows). For details, visit: <http://www.pcworld.com/downloads/file/fid,22893-order,1-page,1-c,alldownloads/description.html>
 - Other useful sites with information on iMovie (for MACs) or Movie Maker (for Microsoft Windows) can be found at:
 - http://www.apple.com/support/imovie/tutorial/imovieTutorial_t1.html
 - <http://www.microsoft.com/windowsxp/using/moviemaker/21/dvpasssthrough.msp>
 - Viewing and editing videos can be done using QuickTime software. The basic software is free and works with Windows or MAC operating systems. For more information visit: <http://www.apple.com/quicktime/download>
- Once you have the video clip saved on your computer, save it to a DVD-R, and give that to your language instructor. He or she will submit it 12 copies of the DVD-R to the AAFLT for the contest.

Please note: The above is not a complete list of available resources and it is very possible that the information provided is no longer accurate. AAFLT and/or the other sponsors and supporters of the 2009 contest do not necessarily endorse the products listed in the above links.