

THE UKRAINIAN LANGUAGE  
EDUCATION CENTRE  
(ULEC) PRESENTS:

THE LEARNING UKRAINIAN  
ROCKS! VIDEO CONTEST

OPENS MARCH 5, 2018.

DEADLINE FOR ENTRIES IS

APRIL 16, 2018

AT MIDNIGHT MST.



*The Ukrainian Language and Education Centre (ULEC) presents:*

## **THE *LEARNING UKRAINIAN ROCKS!* VIDEO CONTEST**

Students of Canadian schools, which are part of the Bilingual Program or the Saturday/Sunday Ridna Shkola system, are invited to participate in the **FIRST ULEC *LEARNING UKRAINIAN ROCKS!* VIDEO CONTEST** for the chance to win prizes and show everyone **how great it is to learn your heritage language!**

It's simple! Show and tell us...and millions of other viewers, **IN UKRAINIAN:**

- **Where** your school is
- **Why** you love your school
- **What** makes it so special?
- **Who** helps make it that way (your friends, teachers, other school staff members, volunteers, parents, others)?
- **When** are some of the best parts of your school day or school year?

### **Contest Rules and Instructions:**

**Students in Grades 5-12 are eligible to participate.**

All students featured in the video (their image or voice) must give their home room teacher the video contest permission slip signed by a parent or legal guardian.  
([Click here to download the document](#))

(School administration must verify that students featured in videos have a signed permission form on file in which a parent or legal guardian states the student can be featured in school media content.)

**All video entries must be digital and NO LONGER THAN 5 minutes in length.**

Students may work together in groups or submit entries as individuals.

All entries should begin with a "**title screen**" that includes the following information:

- School name
- School city, province (no specific address needed)
  - Grade level(s) featured in the video
  - The title ***LEARNING UKRAINIAN ROCKS!***
- Names (and grades) of student participants, other participants

No copyrighted materials (music, images, etc.) are allowed in the videos unless your school owns the copyright.

No professional assistance is allowed. A teacher/parent may help with filming/video production.

Teachers must upload student entries using the [online submission form at this link](#).

**Contest opens MARCH 5, 2018. Deadline for entries is APRIL 16, 2018 at midnight Mountain Standard Time. WINNERS will be announced on Saturday, May 5, 2018**

The following **prizes** will be awarded to the winners from each grade category, in addition to having the winning videos featured on the ULEC **Facebook** page: <https://www.facebook.com/ukrainian.language.education.centre/> and ULEC **website**: <https://sites.ualberta.ca/ULEC/>

**For Ukrainian Bilingual Program entries Grades 5-8:**

One (1) First Place: \$300

One (1) Second Place: \$100

One (1) Third Place: \$75

Two (2) Honorable Mentions: \$50 each

**For Ridni Shkoly entries Grades 4-7:**

One (1) First Place: \$300

One (1) Second Place: \$100

One (1) Third Place: \$75

Two (2) Honorable Mentions: \$50 each

**For Ukrainian Bilingual Program or Kursy/Matura entries Grades 9-12:**

One (1) First Place: \$300

One (1) Second Place: \$100

One (1) Third Place: \$75

Two (2) Honorable Mentions: \$50 each

**Questions? Need more information?**

**Contact us at [ULEC@ualberta.ca](mailto:ULEC@ualberta.ca)**

**& Good Luck!**

### **Judging Criteria:**

**Judges will be looking at 10 criteria:**

1. **Title page with**
  - The title **LEARNING UKRAINIAN ROCKS!**
  - School name
  - School city, province (no specific address needed)
  - Grade level(s) featured in the video
  - Names (and grades) of student participants, other participants

**The Video tells us:**

2. **Where** your school is
3. **Why** you love your school
4. **What** makes it so special?
5. **Who** helps make it that way (your friends, teachers, other school staff members, volunteers, parents, others)?
6. **When** are some of the best parts of your school day/week or school year? And why?
7. **Quality of the video** (not professional, but in focus and steady-handed; good lighting; special effects)
8. **Quality of the audio** (clear and all in Ukrainian)
9. **Persuasiveness** (viewers are convinced that your Ukrainian school/program is a great place to be; we see and hear the perspectives of students and at least one of the teachers, principals, parents, volunteers)
10. **Submission is not longer than 5 minutes.**