

Guidelines for “Commercials” | RxC TV

WHAT IS RXC TV?

In 2021, the annual RadicalxChange Conference will take place in three different spaces and dates — [Taipei](#), on December 4th, [Online](#), on December 10th, and [Denver](#), on December 17th. Prior to each event we will broadcast a new program, for 3 hours, with pre-recorded content.

The programming will not be talking heads and typical conference material. Rather, it will be creatively “TV-themed” with premium episodes and “commercials”. Note that these commercials are not meant to be the usual ads we see on television — we are appropriating the term, to broadcast instead creative videos that showcase projects and organizations around the world working on democratic tools, and visions of institutional reform.

HOW SHOULD I PRODUCE MY COMMERCIAL?

For projects based in Taiwan, the deadline to send the produced content is November 12th. For remaining locations, the deadline is November 21st.

Here are some guidelines for how to produce your commercial:

- Be concise — commercials should have a maximum length of **2 minutes**.
- **Think carefully about your messaging.** The idea is not just to sell a product, but to sell a vision of participatory democracy and a more equitable future.
- If you are not able to do a professional production, we recommend looking into the following apps, which can help you make a great looking video: [Loom](#) & [Nimbus](#) (for software demos); and [Filmic](#) (for recording with a mobile phone).
- If possible, try shooting with a window behind your camera and the light shining on your face. Using natural light is also a great option if it's available.
- **We can help edit your video!** If you would like that, in addition to your video, we will also need you to send us a folder with as much graphic materials and / or existing footage as possible. This includes your logo, pictures, footage of events that you've participated in, posters, links with media mentions or other related content. However, please note that, due to time restrictions, our ability to make changes and final adjustments to the final produced content will be limited.

If you have any questions, reach out to the RxC team member who has contacted you. We'll be happy to help!