

World Loves Hokkaido
Initial Stage Publishing Guidelines

Project Aim

"World Loves Hokkaido" (WLH) is a website that introduces the charm of Hokkaido to potential visitors and seeks to make people from around the globe fans of Hokkaido.

Necessary Conditions To Apply

Mandatory	Category	<ul style="list-style-type: none"> • Choose one of the following categories. 「Food」 「Activity」 「Nature」 「Culture」 「Event」 「History」 「University Life」 「Helpful Information」 「Other.」
	Title	<ul style="list-style-type: none"> • Ten words or less • In English and your native language If your native language is English, then only in English.
	Photo	<ul style="list-style-type: none"> • One photo • Taken no more than two years prior.
	Comment	<ul style="list-style-type: none"> • More than 50 and less than 100 words • In English and your native language If your native language is English, then only in English.
	Personal Information	<ul style="list-style-type: none"> • Name • Nationality
Optional	Personal Image	<ul style="list-style-type: none"> • Your face pic
Rules	Maintain Public Order	<ul style="list-style-type: none"> • Do not break the law
	Respect Others Privacy	<ul style="list-style-type: none"> • Respect the privacy of other peoples' image and personal information * WLH can obtain approval from the place your photo was taken if needed.

* WLH can retouch or cover other faces in your photo. If you check "Yes" to publish, they will be shown on the website.

WLH reserves the right to select which items to publish among all submissions. The published '**P&C**' (**photo and comment**) need to come from a variety of nationalities and themes. When the number of submitted **P&C's** exceed the number required, WLH will select items based on their relative effectiveness to introduce the charm of Hokkaido.

Possibility to get published	High	Low
Theme	<ul style="list-style-type: none"> • Is new and catchy • Shows a Unique side to Hokkaido 	<ul style="list-style-type: none"> • Unoriginal Content • Not unique to Hokkaido or Japan
Photo	Beautiful / Clear / Dramatic	Low quality
Comment	Easy to read / Easy to understand / Interesting / Impressive / Persuasive	Poorly written / mistake ridden / Uninteresting

Schedule

Application Closing Date	Selection Period	Selection Notice
March 31st	April 1st – April 10th	April 11th

Application

You can apply as many times as you wish

How	Send to the following address by an email.	
Address	TO : wlh@ppi.jp for WLH, INSIGHT INC. CC : social@oia.hokudai.ac.jp for OIA of Hokudai	
Attached Data	Photo	JPEG 2MB or less
	Comment	Microsoft Word To be sure to use the WLH template, which is attached to this guideline. Without the WLH template, you will not be published
Text	<ul style="list-style-type: none">• Name• Nationality• Year / Office / Subject / Department• Email address• Phone number	

Fee

Fee	WLH original designed Quocard of 1,000 yen per each published P&C <i>For detailed information on Quocard usage, Please refer to http://www.quocard.com/member/</i> Submissions that are not published receive no remuneration
Selection Yes / No Notice	WLH will send an email to each applicant advising them of the result
Where to collect your Quocard	At the Student Support Desk, Office of International Affairs
Period	Within three months of the email notice.

Legal liability

All legal liabilities of publications are the responsibility of WLH.

Legal right

- All legal rights including copyrights of all applications belongs to the company of INSIGHT INC.
- Hokkaido University keeps the free license to use the published **P&C** for its own use, without a sub-license to any third parties

Privacy Policy

WLH Privacy Policy is subject to Personal Information Protection Law and The Guideline of Ministry of Economy, Trade and Industry.

Inquiries

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