



2018-2019 FAIRCHILD CHALLENGE
Optional Challenge: "Urban Garden Infomercial"



Patti Burns Prize for Excellence in Communication and Media
 Maximum two video submissions per school

Panel Date: _____

SPECIFIC REQUIREMENTS:

- Video infomercial (maximum 4 minutes in length) pitching your ideas on how to grow food in urban environments. Video should include opening credits, a business plan and Works Cited.

Criteria	Max. Points	Judge 1 Initials:	Judge 2 Initials:	Judge 3 Initials:	Judge 4: Initials:
Theme and Content	40				
<ul style="list-style-type: none"> • Opening credits containing school name and the names of participating students are included. • Contains a clear business plan for an urban garden. • Demonstrates understanding of the growing food demands in society. • Describes how plan will increase food production in urban environments. • Emphasizes how to maximize small growing spaces (indoor, outdoor or both) and incorporates sustainable growing practices. • Is persuasive and clear through the use of examples and facts. 					
Video Quality	20				
<ul style="list-style-type: none"> • Audio and visuals are clear. • Video was edited; technical quality is strong. 					
Creativity	20				
<ul style="list-style-type: none"> • Video is creative and original. • Relatable and understandable. • Video displays effort and thoughtfulness. 					
Works Cited	10				
<ul style="list-style-type: none"> • Works Cited includes at least three sources in either MLA or APA format. 					
TOTAL	90				

Comments:

School:	Student(s):	
Requirements (10 points)		
Video is labeled with full school name (no acronyms please) and student(s) names.	3 points _____	
Entry Form submitted with entry.	1 points _____	
Video is a maximum of four minutes in length.	2 points _____	
Bibliography citing at least 3 sources following MLA or APA format is included.	3 points _____	
Submitted on time (late entries may not qualify for the Patti Burns Prize)	1 points _____	
Meets Requirements (circle one): Y / N	<table border="1"><tr><td>_____ points</td></tr></table>	_____ points
_____ points		

1. **AVERAGE: JUDGES' SCORES FROM SUBTOTALS** _____

2. **TOTAL SCORE: ADD REQUIREMENTS TO AVERAGE** _____

Important: Please note that points will not be awarded for this challenge. The purpose of this rubric is to help our panel determine the top entries for the Patti Burns Prize for Excellence in Communication and Media.