2023 - 2024 FAIRCHILD CHALLENGE
HS Jackpot Video Challenge: "Intergenerational Interviews"

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

Panel Date: _____

SPECIFIC REQUIREMENTS:

- A short video (2-4 min) or typed speech (1-2 pages) interviewing 1-2 individuals of a different generation (preferably over 50 years old)
- Compare and contrast feelings, opinions, and experiences with terms like "climate change" and "global warming"
- Video/speech should include school and student names and a Works Cited with at least 3 sources

Criteria	Max. Points	Entry 1	Entry 2
Theme and Content • Demonstrates research and understanding of the ways that language around climate change has changed over time • Demonstrates understanding of how to write and ask interview questions in a way that is respectful • Considers their audience's concerns, leads with empathy, and finds common ground	100		
Video/Writing Quality • Meets required length • For video: Audio and visuals are clear. Technical quality is strong. • For typed speech: Minimal grammar errors and formatted with 11 or 12 font, 1.15 or 1.5 spacing	25		
Creativity and Tone • Interview is creative, original, conversational in tone, and information is clearly presented. • Video and questions display effort and thoughtfulness.	30		
Works Cited • Works Cited includes at least three creditable sources in either MLA or APA format.	25		
TOTAL	**180**		

Comments:

_____

_____

_____

School:	Student(s):

Requirements (20 points)

Entry Form submitted with entry is labeled with full **school name (no acronyms please) and student(s) names.**   4   points _____

Submitted via YouTube (unlisted), Google Drive, PDF, or Microsoft Word   2   points _____

Video is 2-4min long. Typed speech is 1-2 pages, 11 or 12 font, 1.15 or 1.5 spacing   6   points _____

Bibliography citing at least 3 sources following MLA or APA format is included.   6   points _____

Submitted on time (late entries may not qualify for the Patti Burns Prize)   2   points _____

Meets Requirements (circle one):   Y / N

_____
20   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.