



**2024 - 2025 FAIRCHILD CHALLENGE**  
**MS Jackpot Video Challenge: "Town Hall"**



**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) of a Town Hall skit related to environmental concerns and solutions in Western Pennsylvania
- Choose at least 1 environmental issue to focus on in the Town Hall and include at least 3 diverse opinions on the topic
- Video should include school and student names and a Works Cited with at least 3 sources

Criteria	Max. Points	Entry 1	Entry 2
<b>Theme and Content</b> <ul style="list-style-type: none"> <li>• Demonstrates an understanding of the purpose of a town hall through structure, dialogue, and topic</li> <li>• Demonstrates understanding of "real-life" opinions that community members might share (dependent on chosen environmental topic(s))</li> <li>• Considers their audience's concerns, leads with empathy, and finds common ground</li> </ul>	100		
<b>Video/Writing Quality</b> <ul style="list-style-type: none"> <li>• Meets required length</li> <li>• For video: Audio and visuals are clear. Technical quality is strong.</li> <li>• Script of video clearly demonstrates thoughtful research and consideration of diverse opinions</li> </ul>	25		
<b>Creativity and Tone</b> <ul style="list-style-type: none"> <li>• Town Hall is creative, original, conversational in tone, and information is clearly presented.</li> <li>• Video and dialogue display effort and thoughtfulness.</li> </ul>	30		
<b>Works Cited</b> <ul style="list-style-type: none"> <li>• Works Cited includes at least three creditable sources in either MLA or APA format.</li> </ul>	25		
<b>TOTAL</b>	<b>180</b>		

Comments:

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School:	Student(s):
<b>Requirements</b> (20 points)	
Entry Form submitted with entry is labeled with full <b>school name (no acronyms please) and student(s) names.</b>	4 points _____
Submitted via YouTube (unlisted), Google Drive, PDF, or Microsoft Word	2 points _____
Video is 2-4min long.	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 _____
<b>Meets Requirements (circle one):</b> Y / N	<div style="border: 1px solid black; padding: 5px; display: inline-block;">_____ points</div>

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.