

# **The Breast Cancer Awareness 2011-12 High School Video Contest**



**Hosted by  
the Breast Cancer Foundation and  
the Breast Cancer Task Force of the Greater Miami Valley**

Dear Students and Teachers,

Welcome to the 2011-12 Breast Cancer Awareness Video Contest! This is the fourth year we have hosted this contest, and we appreciate your involvement and mission to help us spread the word about the importance of awareness and early detection in the fight against breast cancer.

Enclosed are all the forms and information you will need to enter this year. Please read the directions carefully and **be sure to enclose the following forms and your video in QuickTime format** to ensure that your video is eligible for the contest:

- **Registration Form** (*Note: One form per video entry.*)
- **Consent and Release Form** (*Note: One form per individual who worked on, appeared in, or performed for the video*)
- **Use of Copyrighted Materials Form** (*Note: Must be signed by student coordinator, parent, and teacher/advisor*)
- **Works Submitted Form** (*Note: Must be signed by student coordinator and teacher.*)

*Please Note: Videos will not be accepted into the contest without these completed forms and if not in QuickTime format. Also, video titles must NOT include student or school names.*

The detailed rules and requirements are enclosed, but here is a quick summary:

- **Start Date – October 1, 2011**
- **Forms Due – October 15, 2011**
- **Videos Due – October 28, 2011**
- **YouTube Post Date – November 1, 2011**
- **Awards Ceremony (Rave Cinemas at the Greene) – March 4, 2012**
- **How to post**– Teachers will deliver all dvds with contest videos in QuickTime format to the Video Contest Coordinator by 5:00 p.m. on October 28<sup>th</sup>. The coordinator will post all videos on YouTube by noon on November 1<sup>st</sup> and give teachers/students directions for accessing the videos on YouTube to encourage viewing and voting from family and friends. Videos will be posted by title only—school and student's names will not be posted.
- **Cost** – Free
- **Who may enter** – All high school students (Grades 9-12) in the Greater Miami Valley area with a sponsoring school.
- **Prizes**– More than \$10,000 in scholarships for best videos and prizes for most YouTube hits will be awarded.

We will be happy to come speak to your group about the contest if requested. If you would like to schedule a speaker or if you have any questions, please call the Video Contest Coordinator Leigh Ann Fulford at 294-3816 or at [contact@breastcancerf.org](mailto:contact@breastcancerf.org).

Thank you so much for your interest in our contest and mission. We look forward to hearing from you soon!

Sincerely,

Jim Hamilton, President  
Breast Cancer Foundation  
[www.breastcancerfdn.org](http://www.breastcancerfdn.org)

Leigh Ann Fulford, Chair  
Breast Cancer Task Force of the Greater Miami Valley  
[www.breastcancerf.org](http://www.breastcancerf.org)

# Breast Cancer Awareness Video Contest

## Rules and Information

### **PRIMARY FOCUS:**

To create a short informational video that conveys risk factors for breast cancer (described in this contest packet). The risk factors are outlined on a computer graphic slide that must be included somewhere in the video, but students do not have to go into detail about all of them. Students may focus on only one or several of the risk factors, but it must be clear in the video that the featured risk factors are not the only risk factors for breast cancer. All of the stated risk factors must be included in the video (via the computer graphic slide), but the student needs only to focus on the risk factors they choose for their educational video.

### **ELIGIBLE PARTICIPANTS:**

Local high school students (grades 9-12) in the Greater Miami Valley region are allowed to enter this contest. All entries must have a local high school to sponsor the student entering the contest. Home-schooled students may enter through their district's school.

*Note: All participants in the video (actors, singers, etc.) do not have to be in high school, but only high school students are eligible to win award money.*

### **CATEGORIES:**

- **PSA (Public Service Announcement)** – A PSA attempts to persuade the audience to take some specific action or adopt a favorable view towards some service, institution, issue, or cause.
- **Music Video** – A music video is a filmed or videotaped rendition of a recorded song, which is accompanied by video or pictures. If filming in this category, you must have written permission to use all music.
- **Other:** Anything that does not fall into the above categories.

### **WHAT TO INCLUDE OR NOT INCLUDE IN VIDEOS:**

- **Do not include student or school names in the title of your video**
- **Limit your video to 30, 60, or 90 seconds in length.** Videos should be exactly 30, 60, or 90 seconds in length (i.e., not 33 or 58 seconds)
- **Have permission for use of all copyrighted material** provided (including music) when video is submitted for judging (see forms attached) and include copyrights in credits at end of video.
- **Include the TWO computer graphics** for 1) risk factors and 2) contact information for the Breast Cancer Foundation and the Breast Cancer Task Force of the Greater Miami Valley—the hosts of this contest. These computer graphics are available on the websites: [www.breastcancerfdn.org](http://www.breastcancerfdn.org) and [www.breastcancertf.org](http://www.breastcancertf.org)

**IMPORTANT:** *Videos that do not fulfill the above requirements will be disqualified from the contest and not uploaded to YouTube.*

## **WHAT JUDGING CONSISTS OF:**

- Students will give entries to the school's sponsoring teacher who will screen each video for appropriateness. Inappropriate language, violence, and sexual content will eliminate the film immediately from this contest.
- Once the sponsoring teachers screen films, they will forward acceptable films via disc to the contest coordinator who will upload videos to YouTube if all presented material and information is correct, all requirements are met, and all forms are submitted. Videos will be uploaded by title of entry only—no student or school names will be submitted on YouTube.
- Two categories of prizes are awarded:
  - 1. Top Ten Scholarships**

A panel from the Breast Cancer Task Force will judge the videos for content and message. (See judging rubric in this packet.)
  - 2. Top Five YouTube Hits**

At noon on February 15<sup>th</sup> the number of hits will be recorded for each video and the five videos with the most hits will be awarded prizes.

*Note: Students could win in Top Ten Scholarship category and in YouTube hits, potentially earning up to \$2,500!*

## **WHAT JUDGES WILL LOOK FOR IN VIDEOS:**

- Your video is exactly 30, 60, or 90 seconds in length.
- Your video gives correct information.
- Your video grabs the audience's attention and keeps it.
- Your video is entertaining and offers interesting insight about breast cancer risk factors.
- Your video is unique and covers a diverse range of issues, ideas, or images by using creative and simple story telling.
- Your video makes use of a variety of camera angles and includes shot sequences that convey your message in a fluid method.
- Video and still pictures/images are of good quality.
- Sound is easily heard and understood.
- The computer graphic with the risk factors is provided (download from [www.breastcancerf.org](http://www.breastcancerf.org) or [www.breastcancerfdn.org](http://www.breastcancerfdn.org))
- The computer graphic with contact information is provided (download from [www.breastcancerf.org](http://www.breastcancerf.org) or [www.breastcancerfdn.org](http://www.breastcancerfdn.org))
- All copyrighted material is credited and permissions are obtained.
- Material is submitted on time. No late entries will be accepted.

### **WHAT STUDENTS WILL TURN IN TO SPONSOR/TEACHER:**

- Your completed video in QuickTime format
- Registration Form (see forms attached)
- Signed consent and release for all actors (see forms attached)
- Permission to use copyrighted material (see forms attached)
- Works Submitted Form (see forms attached)

*IMPORTANT: Please note that **teacher deadlines will be earlier than contest deadlines** listed below! Students are responsible for getting those deadlines from teachers.*

### **WHAT TEACHERS WILL TURN IN TO THE VIDEO CONTEST COORDINATOR:**

- **DEADLINE: OCTOBER 15<sup>th</sup>**  
All completed and signed forms—1) Registration, 2) Consent & Release (for all students), 3) Use of Copyrighted Materials, and 4) Works Submitted
- **DEADLINE: OCTOBER 28<sup>th</sup>**  
All student videos in Quick Time format with titles of videos written on the disc or the disc case. (*IMPORTANT: These titles MUST MATCH the titles given on the forms turned in for the videos.*) Teachers may turn all school entries on one disc rather than multiple ones. Names of students and schools must NOT appear on the disc or the disc case. Teachers will pre-screen the videos and will submit only videos that are appropriate (i.e., language, violence, sexual content, etc.) and complete (i.e., all requirements have been met).

### **TIME LINE AND DEADLINES:**

- **October 1<sup>st</sup>** Students start creating videos
- **October 15<sup>th</sup>** Teachers register video entries by turning in all forms to Video Contest Coordinator
- **October 28<sup>th</sup>** Teachers submit videos (in Quick Time) to Video Contest Coordinator by 5:00 p.m.
- **November 1<sup>st</sup>** Video voting will begin at noon
- **February 15<sup>th</sup>** Final tally of YouTube hits will be taken at noon
- **February 15<sup>th</sup>** Students must notify Video Contest Coordinator if they cannot attend the Awards Ceremony on March 4<sup>th</sup> or they will forfeit their prize money should they win
- **March 4<sup>th</sup>** Awards ceremony at the Rave. All participants must be present to win.

*Note: A representative from the video contest committee will be available to speak with your students about the contest rules or breast health in general. If you would like to schedule a speaker, please contact the Video Contest Coordinator at [contact@breastcancerf.org](mailto:contact@breastcancerf.org).*

### **TEN SCHOLARSHIPS FOR BEST-JUDGED VIDEOS:**

- First Place \$2,000
- Second Place \$1,500
- Third Place \$1,250
- Fourth Place \$1,000
- Fifth Place \$900
- Sixth Place \$800
- Seventh Place \$700
- Eighth Place \$600
- Ninth Place \$500
- Tenth Place \$400

In addition to these top ten awards, each school will receive a \$250 scholarship to award the best video entry from that school. (Only one award per winner so this award will go to the next best video should the school have an entry, or entries, win one of the top ten prizes.)

An engraved traveling trophy and cash prize of \$1,000 will also be awarded to the school that has the student with the First Place award in the best-judged category.

### **FIVE CASH PRIZES FOR MOST YOU TUBE HITS:**

- First Place \$500
- Second Place \$400
- Third Place \$300
- Fourth Place \$200
- Fifth Place \$100

*Note: Students could win in Top Ten Scholarship category and in YouTube hits, potentially earning up to \$2,500!*

Awards and prizes will be presented to the winning schools at an awards ceremony hosted by the Breast Cancer Task Force of the Greater Miami Valley and the Breast Cancer Foundation at RAVE Cinemas at the Greene on Sunday, March 4, 2011. **All students or their pre-designated representatives must be present to accept awards/prizes at the awards ceremony or they will forfeit their entry into the contest.** If needed, the name and contact info for the pre-designated representative for the video participant must be emailed to the Video Contest Coordinator ([contact@breastcancertf.org](mailto:contact@breastcancertf.org)) by February 15, 2011.

A member of the BCF/BCTF will be available to present awards at each school's awards ceremony if requested.

# BREAST CANCER FACT SHEET

## Screening Guidelines:

- Clinical Breast Exam: Every 3 years from age 20 to 39  
(Performed by a physician or nurse) Every year from age 40 and over
- Mammogram: Every year beginning at age 40 and over
- Self Breast Exam: Monthly for all ages

## Signs and Symptoms to report to physician:

- Lump or thickening in the breast or underarm area
- Dimpling or puckering of skin in the breast
- Change in shape, size, or look of the breast.
- Nipple discharge, retraction (turning inward), or scaliness.
- Redness, discoloration, or swelling of the breast
- Ridges or pitting of the breast. (Skin looks like the peel of an orange.)

## Statistics

- Number one type of cancer in women
- 1 in 8 lifetime chance of developing breast cancer
- 2nd leading cause of cancer deaths in women
- 230,480 new cases in 2011
- 39,520 deaths in 2011
- 95% of breast cancer cases were in women 40 and over
- Men can get breast cancer too!! 1% of all breast cancer cases occur in men with approximately 2,140 cases diagnosed annually.
- African American women get breast cancer less often than white women but African American women have a higher death rate than white women. This makes it more important for African American women to detect their cancers earlier and have their clinical exams and mammograms as recommended.

# Risk Factors for Breast Cancer

**Being a woman** – Women account for 99% of breast cancers.

**Getting older** – Your risk of developing breast cancer increases as you get older. Only 4.7 percent of invasive breast cancers occur in women 40 and younger. Approximately 95 percent of breast cancer cases were in women 40 and over with 70 percent occurring in women 50 and over. If a woman would live until 85, she would have a 1 in 8 risk of developing breast cancer.

**Race** – After age 40, Caucasian women are more likely to be diagnosed with breast cancer although African-American women have a higher death rate from breast cancer. Asians, Hispanics, or American Indians are at lower risk than Caucasians or African-Americans.

**Long-term exposure to estrogen** – A woman's amount of exposure to the female hormones estrogen and progesterone during her lifetime is believed to be a risk factor. The longer a woman is exposed, the higher the risk that she could develop breast cancer. Women with the following characteristics fall in this category:

- \* No children or first child after age 30
- \* Periods starting before age 12 and stopping after age 50
- \* Combined hormone therapy (estrogen and progesterone) after menopause

**Family history** – Women with a relative who has had breast cancer are at higher risk of developing breast cancer themselves especially if it is a first-degree relative such as a mother, sister, or daughter. Her risk increases if the woman has multiple first-degree relatives with breast cancer or if these relatives developed breast cancer at an early age. If a woman has the inherited gene mutations (BRCA1 and BRCA2) it can increase her risk by possibly 80% of developing breast cancer. However, these women account for only 5 to 10% of all diagnosed breast cancers.

**Personal history** – If a woman has had cancer in one breast, she is at increased risk of developing cancer in the other breast. This is not a recurrence (return) of the first cancer.

**Daily alcohol consumption** – The risk of developing breast cancer increases with the amount of alcohol consumed. Compared with non-drinkers, women who have 1 alcoholic drink a day have a very small increase in risk. However, those who have 2 to 5 drinks daily have 1½ times the risk.

**Being overweight or obese** – Being overweight has been found to increase breast cancer risk, especially for women after menopause. After menopause most of a woman's estrogen comes from fat tissue. Having more fat tissue after menopause can increase your chance of getting breast cancer by raising estrogen levels.

**Dense breast tissue** – Women with denser breast tissue have more glandular tissue and less fatty tissue, and studies have shown they have an increased risk of developing breast cancer.

## Three Step Process of Early Detection of Breast Cancer

### **MAMMOGRAM**

**What it is:**

A mammogram is an x-ray with low dose radiation that can show lumps and other changes in the breasts, including cancer, before they can be felt.

**How it is done:**

A woman's breast is placed on a flat plate and then another flat plate is lowered pressing the breast between the two plates. The compression of the breast helps to give a clearer picture for the doctors to look at.

**Results:**

Results should be sent within 1 month, but usually women get them in 7 to 14 days. Mammograms are uncomfortable but only for a few moments. For the few women who do feel pain, it is recommended that they stop eating or drinking anything with caffeine for one week before the mammogram and take acetaminophen (Tylenol) one day before and the day of the mammogram.

### **BREAST SELF EXAM**

A breast self exam is a monthly procedure that allows women to become familiar with the normal appearance and feel of their breast tissue, so that if change occurs, it will be detected early.

### **CLINICAL BREAST EXAM**

A clinical breast exam is a breast examination performed by a health professional (such as a physician, nurse, nurse practitioner, or physician's assistant) that is an important part of routine physical check-ups.

*For more information about these three early detection methods, please refer to the Breast Health Resource Guide found on [www.breastcancertf.org](http://www.breastcancertf.org).*

# THE BREAST CANCER FOUNDATION

## **Mission:**

**To fight breast cancer through education, access and mammography services; To guide individuals in understanding and using health care services in the fight against breast cancer and other diseases; To develop and promote information and services related to healthy lifestyles and preventive medicine; To promote quality professional imaging services for use in the detection and treatment of breast cancer and other diseases.**

## **Guiding Principles:**

**First:** Breast cancer is a deadly disease that must be eradicated. Until breast cancer is eliminated, early detection is the best tool available to protect women. Mammography will not change a woman's risk of contracting breast cancer, but it will promote preferred outcomes through early diagnosis. Many women over forty fail to receive regular mammography services. The Foundation educates women regarding the need to access mammography services and makes such services affordable to low-income women and more easily accessible to all women.

**Second:** With the changing health care climate, balanced information concerning the time and methods for accessing appropriate health care is critically needed with respect to breast cancer. The Foundation provides this information to individuals in the Greater Dayton area who can make a difference in the health care system and to the public at large.

**Third:** The Foundation can educate the recipients of the Foundation's services on how to reduce dependence on medical intervention and how to achieve a healthier lifestyle.

**Fourth:** Because the Foundation can draw upon the resources of local radiologists and others, the Foundation is in a unique position to educate and train health care professionals and the public with respect to diagnostic imaging services such as x-rays, ultrasounds, CAT scans, and MRIs. Diagnostic imaging's role provides critical information regarding treatment decisions and potential outcomes and aids in curbing health care costs by reducing improperly performed procedures and needless procedures.

## **Organization:**

The Breast Cancer Foundation, established in 1993 in Dayton, Ohio, is a 501 (c) (3) tax-exempt organization and is listed with the Better Business Bureau in Dayton, Ohio. Operated solely by volunteers, the Foundation is dedicated to fighting breast cancer through education, early detection, and survivor support services. Since its inception, the Foundation has teamed with other community partners to address vital breast cancer issues. Funds donated to the Breast Cancer Foundation stay in the Dayton Montgomery County, Ohio community and directly benefit women in need.

[www.breastcancerfdn.org](http://www.breastcancerfdn.org)

# THE BREAST CANCER TASK FORCE OF GREATER MIAMI VALLEY

## **Mission:**

*“To empower our community through education, support, and advocacy regarding prevention, early detection, and treatment of breast cancer.”*

## **Members:**

An organized group of health care professionals, breast cancer survivors, and community volunteers from a variety of backgrounds and organizations:

American Cancer Society  
Breast & Cervical Cancer Early Detection Project  
Breast Cancer Foundation  
Cancer Support Community  
CARE Walk, Inc.  
Dayton Children’s Medical Center  
Good Samaritan Hospital  
Good Samaritan Cancer Center  
Halfpap Web Designs  
Health Ministries Program of Good Samaritan Hospital  
The Hospice of Dayton  
Kettering Health Network  
LITE 94.5  
Miami Valley Child Development Centers  
Miami Valley Hospital  
Miami Valley Hospital South  
Molina Healthcare  
Premier Community Health  
Public Health Dayton & Montgomery County  
Vistas Hospice  
The Witness Project  
Wright State Department of Surgery

## **Meetings and Events:**

The Breast Cancer Task Force meets once a month to share and discuss news about breast cancer research and services, to network with members to spread information about breast cancer education events and services in the region, and to develop strategies for spreading awareness about breast cancer and the importance of early detection to the general public of our region. The BCTF organizes the following events or services for Paint the Square Pink, the Breast Cancer Video Contest, the Breast Health Resource Guide, and the Male Breast Cancer Brochure and Booklet.

[www.breastcancertf.org](http://www.breastcancertf.org)

# Breast Cancer Awareness Video Contest Registration Form

Name of Video \_\_\_\_\_  
IMPORTANT: DO NOT include name of student or school in title of video.

Student Coordinator Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

School \_\_\_\_\_ Grade \_\_\_\_\_

Participants  
of your group and  
their detailed roles\*

\*Please list under appropriate  
category of whether they will  
share prize money or not.

Participants who will share prize money (must be high school students):

\_\_\_\_\_  
\_\_\_\_\_

Examples:

Joe Smith (Actor)  
Jane Jones (Piano)  
Ken Wise (Cameraman)

Participants who will not share prize money:

\_\_\_\_\_  
\_\_\_\_\_

IMPORTANT: Everyone listed above must fill out a Consent and Release Form to be submitted with registration.

I understand that the video I develop becomes the property of the Breast Cancer Task Force of Greater Miami Valley and The Breast Cancer Foundation, or their affiliates and may be used for any purpose, including, but not limited to, reproduction, disclosure, transmission, publication, broadcast, and posting.

Student Coordinator Signature: \_\_\_\_\_ Date \_\_\_\_\_

If student coordinator is under 18 years of age, please have parents fill out and sign below:

<p>I give permission for my child _____ to participate in the Breast Cancer Foundation Video Contest:</p> <p>Parent/ Guardian Signature <b>X</b> _____ Date _____</p>
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**Please turn in one completed Registration Form per video entry by October 15th.**

# Breast Cancer Awareness Video Contest Consent and Release Form

Title of Video Entry \_\_\_\_\_  
*DO NOT include name of student or school in title of video.*

I hereby give to the Breast Cancer Foundation (BCF) and Breast Cancer Task Force (BCTF), its nominees, agents and assigns, my free and unlimited consent and permission, waiving all claims for any compensation by reason thereof or damages by reason thereof, (1) to take photographs, moving pictures, videotapes of me and record my voice, (2) to use, publish or republish the same in the furtherance of its work with or without identification of me by name, (3) to use my name and/or information referring to me in conjunction therewith the BCF and BCTF so desire, and (4) in furtherance of pictures, videotapes, website and recording to and authorize any newspaper, company or other organization to use, publish, or republish the same with or without the identification of me by name and to use my name and/or information referring to me in conjunction therewith if the BCF and BCTF so desire.

Print Name: \_\_\_\_\_ Grade \_\_\_\_\_  
If not a student, indicate age.

Role in project (i.e., director, actor, etc.) \_\_\_\_\_

Address: \_\_\_\_\_

Phone: Home: (\_\_\_\_) \_\_\_\_\_ Work: (\_\_\_\_) \_\_\_\_\_

Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

The following must be completed if participant is less than 18 years (minor).  
I represent that I am the parent or guardian of the above minor, and I hereby understand, consent and agree, individually and as a parent or guardian, to all the terms and provisions stated above.

Print Name: \_\_\_\_\_

Address: \_\_\_\_\_

Relationship to Minor: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

This consent agreement is in effect until otherwise notified in writing to the chair of the BCF or BCTF by the above signed person or, if a minor, the parent or guardian signed above. Notification: revoking the consent applies only to future photographs, moving pictures, website, videotapes, and recording and use of voice recording, not to those already in use.

**IMPORTANT!**  
***Please turn in one completed Consent and Release Form per individual who worked, acted, or performed in the video entry by October 15th.***

# Breast Cancer Video Contest

## Use of Copyrighted Materials

**Title of Video Entry** \_\_\_\_\_  
*DO NOT include name of student or school in title of video.*

The Breast Cancer Foundation (BCF) and Breast Cancer Task Force of the Greater Miami Valley (BCTF) supports and complies with United States copyright laws. It is the responsibility of every contest participant to ensure compliance.

For the breast cancer video contest, all participating schools shall certify that all audio and visual material they submit is fully the creation of the student or school submitting the work, or that written permission has been secured from the copyright holder to use the material in this instance, or is believed to fall under the “fair-use” portion of copyright law.

1. Licenses must include permission to incorporate the work into the entry; to reproduce and distribute copies of that entry; and to permit the entry to be displayed to audiences. Licenses without that permission will be ineffective.
2. Submissions claiming a “fair use” of the underlying work should additionally be accompanied by acknowledgement that the participants have reviewed the information and believe that copyrighted materials used in the production of this submission fall under the “Fair Use” portion of copyright law.
3. A statement from the teacher/adviser certifying copyright compliance must accompany all entries (below).

**I certify that all work included in this video entry is original, has permission from artist to be used in this contest (attached), or falls under the Fair Use portion of copyright law.**

\_\_\_\_\_  
**Student Coordinator’s Signature** **Date**

\_\_\_\_\_  
**Parent’s Signature** **Date**

\_\_\_\_\_  
**Teacher’s or Advisor’s Signature** **Date**

*Please turn in one completed Use of Copyrighted Materials Form per video entry by October 15<sup>th</sup>.*

# Breast Cancer Awareness Video Contest Works Submitted

**Title of Video Entry** \_\_\_\_\_  
*DO NOT include name of student or school in title of video.*

In entering my work into the Breast Cancer Awareness Video Contest, the undersigned represents that I (we) own all proprietary rights to the program submitted and that I (we) have secured the rights, licenses, clearances and releases necessary for exhibition of the work, so that the Contest or its representatives will not be obligated to make any payment to any third party, and that the exhibition will not infringe or violate the rights of any firm, person, or corporation.

The undersigned shall indemnify, defend and hold the Contest and its representatives harmless from and against any and all claims, damages, cost, liabilities and expenses which may be incurred by reason of any breach of these representations, or arising out of any matter contained in the entry or otherwise by the Contest's use of the entry.

The undersigned hereby grants to the Contest all rights to exhibit the work, including but not limited to, use in conjunction with promotion of the Contest.

In submitting this work, I hereby acknowledge all Contest rules. I further acknowledge that the authority and final word of the Panel of Judges and Contest staff.

**Accepted by Entrant:** \_\_\_\_\_  
*Printed Name of Student Coordinator for Video*

\_\_\_\_\_  
*Signature of Student Coordinator for Video* *Date*

**Accepted by Teacher:** \_\_\_\_\_  
*Printed Name of Teacher/Advisor from Sponsoring School*

\_\_\_\_\_  
*Signature of Teacher/Advisor from Sponsoring School* *Date*

**Please turn in one completed Works Submitted Form per video entry by October 15<sup>th</sup>.**

# Judging Rubric

**Video Title** \_\_\_\_\_

PSA Components	Score	Comments
<u>Creativity</u> : The message is told in unexpected or novel ways.		
<u>Flow</u> : Elements in the message are woven together with insight and imagination grabbing the attention of the intended audience.		
<u>Tag Line</u> : The message is clear and concise. A single thought or phrase within the video summarizes the entire message.		
<u>Quality</u> : The video is well made and appears professional.		
<u>Facts</u> : The message, opinion, or bias expressed is based in and supported by facts.		
<u>Clarity</u> : The video clearly describes the risk factors for breast cancer. If it features one or a few risk factors, it makes clear that there are other risk factors too.		
<u>Social Benefit</u> : The video stresses the importance of understanding risk factors in the fight against breast cancer.		
TOTAL SCORE		

***All Components should have a score—no boxes should be left blank!***

**Scoring Guide:**

- 5** = The highest score possible; indicates a highly effective use of a component; exemplary demonstration of effort and achievement throughout the video.
- 4** = Accomplished use of component(s) is consistently demonstrated throughout the video.
- 3** = Elements described may be present, but are inconsistently or haphazardly applied.
- 2** = Effort is demonstrated towards incorporating the component(s) listed and described, but the desired results are not seen in the final product.
- 1** = Scores of 1 reflect the absence of the described elements.

**NOTES:**