

“GET REAL” About CTE: Video Contest Rubric

(for office use only)

TOTAL SCORE:

Qualifying videos submitted by the January 25th deadline will be judged on four criteria: educational value, entertainment value, originality and content.

Educational Value	Entertainment Value	Originality	Content
<p style="text-align: center;">5</p> <p>➤ Conveys clear message about how CTE has been an influencer in subject’s life, career choices, etc.</p>	<p style="text-align: center;">5</p> <p>➤ Provides audience with a message that is highly entertaining</p>	<p style="text-align: center;">5</p> <p>➤ Message is original, different, stands out from the other videos submitted</p>	<p style="text-align: center;">5</p> <p>➤ Content of video follows the guidelines outlined in the contest description and will make a positive impact on the viewer</p>
<p style="text-align: center;">4</p>	<p style="text-align: center;">4</p>	<p style="text-align: center;">4</p>	<p style="text-align: center;">4</p>
<p style="text-align: center;">3</p>	<p style="text-align: center;">3</p>	<p style="text-align: center;">3</p>	<p style="text-align: center;">3</p>
<p style="text-align: center;">2</p>	<p style="text-align: center;">2</p>	<p style="text-align: center;">2</p>	<p style="text-align: center;">2</p>
<p style="text-align: center;">1</p>	<p style="text-align: center;">1</p>	<p style="text-align: center;">1</p>	<p style="text-align: center;">1</p>
<p style="text-align: center;">0</p> <p>➤ no educational value</p>	<p style="text-align: center;">0</p> <p>➤ no entertainment value</p>	<p style="text-align: center;">0</p> <p>➤ Not an original message</p>	<p style="text-align: center;">0</p> <p>➤ Content of video does not follow guidelines</p>