



**2022 - 2023 FAIRCHILD CHALLENGE**  
**HS Jackpot Video Challenge: “Compelling Climate Conversations”**



**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) compelling someone to care climate change (without ever saying “climate change”)
- Video/speech should include school and student names and a Works Cited with at least 3 sources

Criteria	Max. Points	Entry 1	Entry 2	Entry 3	Entry 4	Entry 5	Entry 6
<b>Theme and Content</b>	100						
<ul style="list-style-type: none"> <li>• Demonstrates research and understanding of the ways climate change impacts people, communities, and ecosystems</li> <li>• Demonstrates understanding of the causes of climate change and addresses the human-centered benefits of climate change solutions</li> <li>• Considers their audience’s concerns, leads with empathy, and finds common ground</li> <li>• Does not say “climate change” or “global warming”</li> </ul>							
<b>Video/Writing Quality</b>	25						
<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>• For typed speech: Minimal grammar errors and formatted with 11 or 12 font, 1.15 or 1.5 spacing</li> </ul>							
<b>Creativity and Tone</b>	30						
<ul style="list-style-type: none"> <li>• Video or speech is creative, original, conversational in tone, and information is clearly presented.</li> <li>• Video or speech displays effort and thoughtfulness.</li> </ul>							
<b>Works Cited</b>	25						
<ul style="list-style-type: none"> <li>• Works Cited includes at least three creditable sources in either MLA or APA format.</li> </ul>							
<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. 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 _____
<b>Meets Requirements (circle one): Y / N</b>	<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.