



Program of Work Commercial

Description	Chapters will create a 60 Second to 4 Minute Maximum Program of Work Commercial promoting your school and JAG-Arizona. Chapter will share pictures and videos of their completion of the program of work, which includes displaying their Leadership Development, Career Development, Community Service, Social Activities, and Civic Awareness projects. Commercials may also include fundraising events. This video should be designed to explain your program of work
Purpose	To encourage chapter members to explore the importance of JAG and learn about marketing, communication, and display creative talents. <i>“Turning Leaders into Legends and Obstacles into Opportunities”</i>
Eligibility/Entries	One entry from each career/professional association may be entered. Please make your selection between the two different lengths: Division 1 Length #1: 60 Seconds to 2 Minutes Division 2 Length #2: 2 Minutes to 4 Minutes 1st, 2nd and 3rd place will be awarded during the CDC for each division
Competencies	Demonstrate time management; practice effective communications; utilize technology; demonstrate communication skills; demonstrate team membership and leadership; compete successfully with peers; demonstrate commitment to an organization; identify a self-value system and how it affects life; base decisions on values and goals; identify process of decision-making; demonstrate ability to assume responsibility for actions and decisions; demonstrate a positive attitude.
Competition Rules	<ol style="list-style-type: none"> 1. The chapter must create a 60 Second to 4 Minute Maximum Program of Work Commercial that includes both audio and video on any platform. *Commercial time must range from 60 Second to 4 Minute Maximum Program of Work Commercial with no deductions. Over or under range will result in point deduction. 2. Commercials should clearly display Chapter programs of work in all of the following areas: Career Development, Civic Awareness, Community Service, Leadership Development, Social Activities, and fundraising (if applicable). 3. . Promotes your school’s JAG - Arizona program and can be used for recruiting purposes within your school as well as within your community. Entries must contain references to your specific school (mention school name) and JAG-Arizona. 4. Entries must be appropriate and must not contain any inappropriate language or slang (that includes the use of music). However, music can be in line with current music trends. 5. Entries must be one hundred percent (100%) student created including the filming and editing. If the commercial is not student created, the product will be disqualified. 6. Students may utilize any video recording device, which includes an actual video camera, cell phones, web cams, tablets or iPads, etc. 7. The deadline to submit entries is Marth 10th 2023 and must be submitted by 11:59PM to JAGCDC@jagaz.org. Commercials will be rated based on the criteria contained in the judges rating sheet.



Rating Sheet

Program: _____

Judge Name: _____

Judging Criteria	Points	Score & Comments
<p style="text-align: center;">Overall Review</p> <p>A) Engaging and Interesting to watch. B) Clearly Identifies school and JAG- Arizona C) JAG chapter Program of work projects explained and completed by the chapter</p>	<p>Pts A) 05 B) 05 C) 10</p>	
<p style="text-align: center;">Recording quality</p> <p>A) Audio is Clear and understandable B) Visual images are clear and understandable</p>	<p>Pts A) 05 B) 05</p>	
<p style="text-align: center;">Selling Power</p> <p>A) Promotes your school and JAG- Arizona in a positive manner. <i>Combination of highlights = 10 points maxim. All 14 items are not required to be highlighted in your commercial. You have freedom to highlight goals that have been met.</i></p> <p>B) Statistic Captions added to Highlight and support program of work</p> <ul style="list-style-type: none"> a) sfdNumber community service hours delivered b) Number of students that participated in leadership conference c) Number of guest speakers who visited d) Number of field trips taken e) % of students participating in highlighted areas of work f) Number of Years school has attained 5 of 5 g) Graduation/Completion Rate h) % of Return to school rate (retention) i) % of further education rate j) % to increase GPA k) % to increase attendance l) % of credits/courses passed m) % to decrease behavior incidences (middle/freshmen program only) n) Unique statistic shared about JAG school Program <p>C) Competitors highlighted the work completed in their Career Association in the following areas: (Maximum of 5 points for each area)</p> <ul style="list-style-type: none"> a) Career Development b) Civic Awareness c) Community Service d) Leadership Development (may include fundraising but not required to) e) Social Awareness 	<p>Pts A) 10</p> <p>B) - a) 2 b) 2 c) 2 d) 2 e) 2 f) 2 g) 2 h) 2 i) 2 j) 2 k) 2 l) 2 m) 4 n) 1</p> <p>C) - a) 5 b) 5 c) 5 d) 5 e) 5</p>	
<p style="text-align: center;">Originality</p> <p>A) Distinctive qualities: although ideas may not be entirely original, credit should be given for new approaches.</p>	<p>Pts 10</p>	



**JOBS FOR ARIZONA'S GRADUATES CDC
2022-2023**

Deductions (All or Nothing deductions)	Pts	
A) Commercial does not meet time requirements (60 seconds)	A) -5	
B) Commercial includes inappropriate or non-professional language	B) -5	
C) Commercial missed the March 10th 2023 Deadline	C) -5	
D) One Area of Program of work missing	D) -5	
E) Two or more areas of Program of Work Missing	E) -5	
COMMERCIAL IS NOT 100% STUDENT CREATED	DISQUALIFICATION	
Total Points	105	

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