

Program Commercial

Description	Chapters will create a 1–4-minute Program of Work Commercial promoting their school, JAG, and Program of Work.
Purpose	To encourage chapter members to explore the importance of JAG and learn about marketing, communication, and display creative talents.
Eligibility & Entry	<p>One entry per Chapter; must enter <u>one</u> of the divisions below</p> <p>Division 1 Length: 1 – 2 minutes</p> <p>Division 2 Length: 2 – 4 minutes</p> <p>The Chapter must submit their entry for this competition via Headrush.</p>
Rules	<ol style="list-style-type: none"> 1. Must create a 1 – 4-minute Program of Work Commercial that includes both audio and video on any platform 2. Commercial should clearly display the Chapter’s Program of Work in all the following areas: Career Development, Civic Awareness, Community Service, Leadership Development, Social Activities, and Fundraising (if applicable). 3. Entries must contain references to the Chapter’s school and JAG Arizona, and must be able to be used as recruitment material 4. Commercial must be appropriate for schools and be able to be used for recruitment purposes 5. Commercial must be 100% student-created, if i 6. Commercial must include at least 8 of the following statistics as captions: <ol style="list-style-type: none"> a. Number 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



JOBS FOR
ARIZONA'S
GRADUATES

- 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

7. The Commercial must be sent in a .mp4 format, recorded with any device
8. The Chapter must submit their entry for this competition via Headrush by the due date.
9. Entries will be judged based off basic requirements, as well as creativity and effort put into the entry



Program Name: _____

Judge Name: _____

Directions: Score the chapter in each category according to how well they performed by using the score brackets below. Add the sum of points earned into the “Total Points” box.

Judging Criteria	Excellent 5 points	Good 4 points	Fair 3 points	Satisfactory 2 points	Poor 1 point	Points earned
Effectiveness of Message <ul style="list-style-type: none"> Engaging video Conveys the message of JAG effectively 	Commercial conveys the message of JAG in a very engaging and uniquely creative way	Commercial conveys the message of JAG in an engaging and creative way	Commercial conveys the message of JAG in a convincing way	Commercial gets the message of JAG across	Commercial does a poor job of sending the message of JAG	
Coverage of Statistics <ul style="list-style-type: none"> Number of statistics shown 	10-14 statistics shown	7-9 statistics shown	5-6 statistics shown	3-4 statistics shown	2 or less statistics shown	
Video Quality <ul style="list-style-type: none"> Audio and visual quality 	Visuals and audio were crystal clear, and everything was understandable	Visuals and audio were clear	Visuals and/or audio had minor glitches or flaws, but still clear	Visuals and/or audio frequently glitched or was of lower quality	Visuals and/or audio were of a poor quality	
Total Points						

Comments: