

Chapters will create a 45-second to 1.5-minute commercial that promotes Jobs for America's Graduates (JAG) on a national level. The video should be designed to attract and recruit students across the country. This event encourages chapter members to explore the importance of JAG while gaining experience in marketing and communications.

**Purpose:**

To inspire chapter members to understand the value of JAG and to develop skills in marketing and communications by creating a promotional video for recruiting purposes.

**Eligibility/Entries:**

- **Entry Limit:** Each chapter may submit one entry.
- **Chapter Definition:** Refer to the General Information section for the definition of a chapter.

**Competition Rules:**

1. Video Requirements:

- The chapter must create a commercial with both audio and video components.
- The commercial should promote the Jobs for America's Graduates program on a national scale and be suitable for recruiting students nationwide.
- The commercial should be between 45 seconds and 1.5 minutes in length. No point deductions will occur for entries within this time range. Entries exceeding or falling short of this range will incur point deductions.

2. Submission Process:

- Chapter commercials must be uploaded to YouTube.
- The YouTube link should be submitted via the Headrush platform.

3. Content Guidelines:

- All entries must be appropriate, with no use of inappropriate language, imagery, profanity, or slang (including in music selections).
- While music and content should appeal to the target audience of students and be in line with current trends, the music must be original work or available in the public domain with no copyright restrictions.

4. Originality and Student Involvement:

- The commercial must be 100% student-created, including both filming and editing.
- If the commercial is not student-created, it will be disqualified.
- Students are allowed to use external sources, such as music or clips from TV shows or movies, but these must be properly cited at the end of the video.
- External clips cannot make up more than 50% of the total commercial time.

5. Video Production:

- Students can use any video recording device, including video cameras, cellphones, webcams, tablets, or iPads.
- The commercial can also be animated, including digital animation, especially if required due to social distancing measures.



6. Evaluation:

- Commercials will be rated based on the criteria in the judges' rating sheet.

7. Naming Convention:

- Materials should be submitted using the following naming convention: Title, State, Team Members' Last Names (e.g., "JAG Promo, Missouri, Smith-Jones").

This event provides a fantastic opportunity for students to showcase their creativity while promoting the JAG program to a national audience. Good luck, and may the best commercial win!



# CAREER DEVELOPMENT CONFERENCE

## PROMO VIDEO

Team: \_\_\_\_\_

Section: \_\_\_\_\_

Division: \_\_\_\_\_

Judge: \_\_\_\_\_

Judge Signature: \_\_\_\_\_

Time In: \_\_\_\_\_

Time Out: \_\_\_\_\_

Criteria	Fair 0-2	Average 3-5	Good 6-8	Excellent 9-10	Judge Score
1. Clear identification of Jobs for America's Graduates (JAG)	JAG's National organization is not clearly identified.	JAG's National organization is mentioned but lacks emphasis.	JAG's National organization is clearly identified and described.	JAG's National organization is prominently and effectively identified.	
2. Appropriateness for Recruiting	Content is not appropriate for students or recruiting.	Content is somewhat appropriate but lacks focus on recruiting.	Content is appropriate and targets students effectively.	Content is highly appropriate and effectively designed for recruiting students.	
<b>Recording Quality</b>					
3. Audio Clarity	Audio is unclear or difficult to understand.	Audio is somewhat clear but has issues.	Audio is clear and understandable.	Audio is exceptionally clear and enhances the message.	
4. Editing Quality	Editing is choppy and detracts from the message.	Editing is basic but does not detract.	Editing is smooth and enhances the message.	Editing is exceptionally clean, creative, and significantly enhances the message.	
<b>Selling Power</b>					
5. Promotion of Jobs for America's Graduates	The commercial does not promote JAG effectively.	The commercial promotes JAG somewhat positively.	The commercial promotes JAG in a positive manner.	The commercial promotes JAG in an exceptionally positive and compelling manner.	
6. Encourages Viewer Interest	Does not inspire viewer interest in learning more about the program.	Somewhat encourages viewer interest but lacks strong appeal.	Encourages the viewer to learn more about the program.	Strongly encourages and inspires the viewer to learn more about the program.	
7. Distinctive Qualities (Imagination & Innovation)	Lacks creativity and does not stand out.	Shows some creativity but lacks innovation.	Demonstrates imaginative and innovative qualities.	Exceptionally imaginative, innovative, and distinctive from other programs.	
8. Distinguishes the National Career Association	Fails to distinguish the JAGCA from other programs.	Slightly distinguishes the JAGCA from others.	Distinguishes the JAGCA effectively from other potential programs.	Exceptionally distinguishes the JAGCA, making it stand out among other programs.	

**Total Score**  
Out of 80 total points.