



LifeSmarts

Learn it. Live it.

Competition 1: LifeSmarts Video Challenge 2016

Teams attending the National LifeSmarts Championship will participate in their first competition before arriving on-site. Teams will produce a 1-minute educational video about a specific LifeSmarts topic, post it to YouTube, and then market the video to garner views. This activity is worth up to 100 points. This event challenges creativity, promotes teamwork, and requires use of the latest technologies. Teams will:

- Create a video about a specific LifeSmarts consumer topic
- Share the video with as many people as possible
- Promote their video online through social media using the #LifeSmarts hashtag

Scoring:

- 50% will be awarded by a panel of judges who evaluate the video for quality and content. The following rubric explains how judges will evaluate videos.
- 50% of your score will be based on your team's ability to promote and communicate. The more views the video receives, the higher your score.

Steps:

- Teams may not choose any topic they wish. The video must relate to one of the topics selected by the National LifeSmarts committee. Topics for 2016 are:
 - 1. LifeSmarts PSA**
 - Highlight what you enjoy about LifeSmarts – what have you learned? What would you say to get a friend to join? Why should administrators and parents be excited about LifeSmarts?
 - Possible content vocabulary for this topic includes: consumer awareness, life skills, advocacy, challenge, teamwork, Student Leadership Organizations, scholarships competition, leadership
 - 2. The Safety Smart Ambassador Experience**
 - Document your team's experience as Safety Smart Ambassadors
 - Possible content vocabulary for this topic includes: community service, service learning, safety awareness, personal growth, scholarships, technology, team building, leadership
 - 3. The LifeSmarts.org Web site**
 - Showcase the resources available at LifeSmarts.org
 - Possible content vocabulary for this topic includes: consumer literacy, resources, competition, register for free, TeamSmarts, LifeSmarts U, National Consumers League, educational, challenge
- Select your topic and create a 1-minute educational video by March 14.

- Create the video using whatever technology you have available; this includes cell phones, iPads, digital editing tools, and digital cameras. Purchasing equipment solely to complete this video should not be necessary.
- Use imagination and creativity to construct a memorable video with a valuable message for other teen consumers. As a team you are responsible for using content appropriate for all viewing ages.
- Release the video on YouTube for public viewing anytime after the “Release Date” of March 14.
- Complete and submit the LifeSmarts Video Challenge Submission Form. This is due by 5 p.m. Eastern on Friday, March 18. (The form is an online submission form found at: <http://lifesmarts.org/lifesmarts-video-challenge-submission-form>.)
- Promote the video to your friends, family, your community, and beyond. The team with the highest number of views will be awarded the most points.
- For scoring purposes, only the views from March 14 through March 31 will be recorded.

Additional Information:

- With the help of your coach, create a single YouTube account for your 2016 National Team. You should name the account in the following format: 2016LIFESMARTS-*YourStateName* . When uploading, teams should also tag the video “LifeSmarts.” LifeSmarts will link to your video on its YouTube channel, but you are responsible for posting your video.
- Promote the video using social media such as Facebook, Twitter, Instagram, SMS, or WhatsApp to share the video with as many people as possible.
- We encourage you to use the following social media tags: #LifeSmarts and #LifeSmartsVideoChallenge.
- Inappropriate content such as profanity will result in disqualification. If in doubt, leave it out.
- Plagiarism is not allowed. Do not use music or other copyrighted materials without direct approval from the person or organization that holds the copyright. You will be asked to verify this approval.
- The LifeSmarts judging team purposely designed this activity to be open-ended. Use your imagination and creativity. The video can be anything from humorous to instructional or dramatic. Below are just a few examples that may be helpful:
 - <http://www.aba.com/Engagement/LCS/Pages/default.aspx/>
 - <https://www.youtube.com/watch?v=-ZLfZwY4L3s>
 - <https://www.youtube.com/watch?v=BLjoWjCrDqg&feature=pyv&ad=3285746699&kw=fire%20safety>
- Helpful information about public domain and fair use can be found in these videos from Comcast:
 - <https://youtu.be/lcgNBnWppA8>
 - <https://www.youtube.com/watch?v=Sjf6l2X4qJU&feature=youtu.be>
- Questions? Please contact Lisa Hertzberg at: lisah@nclnet.org

LifeSmarts Video Challenge Rubric

Scoring Directions: Using a sliding scale, assign points for each category; 10 points being exemplary and no points for inadequate or incomplete.											
Criteria	Exemplary			Proficient			Partially Proficient			Incomplete	
Concept/Objectives	Educational purpose and objectives are clearly stated at the beginning.			Educational purpose and objectives stated.			Educational purpose and objectives are not clearly stated.			Educational purpose and objectives are unclear and not stated directly.	
Score	10	9	8	7	6	5	4	3	2	1	0
Content/ Vocabulary	Content/vocabulary is appropriate. Concept and objectives are clearly and accurately defined and illustrated. Video provides educational reference material of value beyond the LifeSmarts Competition. No copyrighted music, video or images included.			Content/vocabulary clearly and accurately defined, demonstrates understanding. Video provides educational value beyond the LifeSmarts Competition. No copyrighted music, video or images included.			Content not always clearly stated or accurate; lacks supporting information. Video has value for LifeSmarts Competition. No copyrighted music, video or images included.			Content is inaccurate, incomplete or confusing. Video has limited educational value. Contains copyrighted music, video or images.	
Score	10	9	8	7	6	5	4	3	2	1	0
Creativity /Delivery	Creativity and original delivery enhance the content and objectives. The audience's attention and curiosity is captured.			Creative element included and does not distract or enhance the content delivery. The audience is engaged.			Lacks creativity or creative elements distract from content and objectives. The audience is indifferent to presentation.			Design and delivery is not original. Audience is not engaged.	
Score	10	9	8	7	6	5	4	3	2	1	0
Organization	Logically organized, well ordered to teach concept. All information presented directly relates to a theme. Video is between 75-90 seconds long.			Organized, information supports theme. Video is within 5 seconds of required 75-90 second length.			Somewhat organized, the content is sometimes disconnected from the theme. Video is within 10 seconds of required 75-90 second length.			Lacks organization and logical sequencing of information. Theme is not obvious. Video is more than 10 seconds too short or too long.	
Score	10	9	8	7	6	5	4	3	2	1	0
Technical "slack time" excess dead time	Entire video is focused and well framed. There is no slack time and the audio easily understood.			Most of the video is focused and well framed. There is little slack time and audio is understood.			Some of the video is not focused. Edits needed to remove slack time and/or audio is unclear in places.			Video production distracts from message. Slack time interrupts the message and/or audio is unclear.	
Score	10	9	8	7	6	5	4	3	2	1	0

TOTAL FINAL SCORE _____/50