

Xap/Bridges 2009 Video Contest

Xap and Bridges are pleased to announce our third video contest. We expect this year's *What Would You Do?* Video contest to grow on the success of the *What's Your Plan?* and *RU Rede?* We hope you are excited about having the students and educators that use your system participate in this year's contest. Our plan is to incorporate the winning videos into the Transitions system. As always, we welcome your feedback.

Objectives

1. Provide an opportunity for students to pass on to the "younger generation" what they have learned in their education and life experiences including career exploration and planning.
2. To encourage user- or student-generated content for use in Xap and Bridges products.
3. To encourage educators and administrators to engage students with the contest through self-guided or classrooms contest activities.

Structure

1. Through links from badges inside the systems, students visit www.bridges.com/video.
2. Students create a video, post it online and submit their entry by completing all required forms and sending to video@bridges.com or 1-888-349-3437 (fax).
3. After entry deadline, the entries are qualified or rejected (if they do not meet the requirements of the contest). The qualified videos are viewed by Xap staff using a defined scoring rubric to vote for top 10 finalists.
4. The finalists are notified, their videos are placed on the contest website, and public voting begins. (The badge in the systems informs users that the videos are available for viewing and voting.)
5. After public voting ends the winners are notified and asked for their mailing address. Winners must also complete and send in a W9 form (1st, 2nd, 3rd prize only).
6. Contest certificate, congratulations cards, and checks are sent.
7. Winners are announced to the public.

Entry Qualification Summary

- Open to junior/middle school, high school, and college students who are residents within the United States and Canada, except for residents of Quebec, and employees of Xap/Bridges as well as members of such employees' immediate families and all persons residing in such households.
- Individual entries or teams of up to five people.
- Guardians must sponsor entrants less than 18 years of age by signing Guardian Consent form and emailing or faxing form.
- Entrant must be attending school that is listed on the application form.
- Copyright release form must be signed by each individual and emailed or faxed.
- Submission form must be filled out by each individual and emailed or faxed.
- No purchase necessary.
- Video must be no longer than 3 minutes and related to listed topics.

Complete 2009 Rules & Regulations – <http://www.preview.bridges.com/video/rules.html>

Prizes (to be split among team members or given to individual)

- 1st prize – \$2,500 USD*
- 2nd prize – \$1,500 USD*
- 3rd prize – \$1,000 USD*
- Finalists – \$100 USD

* W9 form required before check can be released.

New for 2009

- YouTube channel
- Facebook group
- SchoolTube channel
- Early Bird prize for early entrants
- Feedback survey for activities

Timeline

	<i>Start</i>	<i>End</i>
Entries accepted	October 12	December 4
Voting period for finalists (Xap internal)	December 7	December 18
Finalists notified	January 4	
Voting period for winners (general public)	January 4	January 15
Winners notified	January 18	
Winners announced publicly	January 25	

Promotion Tactics

1. E-mail to school sites at beginning of contest.
2. Banners on Bridges portal, custom Choices portals (where requested) and Transitions systems (where requested).
3. Dear Bridget newsletter – link to video website and highlight activities.
4. Career Pro News – mention within the newsletter.
5. SchoolTube channel.
6. YouTube channel.
7. Facebook group.