**You Are Not Alone Challenge - Judge’s Score Sheet**
*(Video length: 90 seconds or less)*

| **Criteria** | **Description** | **Score (1-10)** |
| --- | --- | --- |
| **Message Clarity** | Does the video clearly communicate an anti-bullying message or promote kindness? |  |
| **Creativity & Originality** | How unique and innovative is the approach to the topic? Is the concept fresh? |  |
| **Emotional Impact** | Does the video evoke empathy, hope, or inspiration? Does it resonate emotionally? |  |
| **Relevance to Audience** | Does the video connect with high school and college-aged students? |  |
| **Visual Appeal** | Is the video visually engaging and well-composed (lighting, angles, design)? |  |
| **Tone & Messaging** | Is the tone appropriate for the topic (supportive, positive, empowering)? |  |
| **Call to Action** | Is there a clear call to action for viewers to spread kindness or take a stand against bullying? |  |
| **Impact of Storytelling/Other** | How compelling is the narrative or structure of the video? Does it tell a story of offer another creative medium that captivates? |  |
| **Quality of Production** | Is the video technically well-made? (Audio clarity, editing, pacing, transitions) |  |
| **Social Media Engagement Potential** | How shareable and likely to go viral is the video on platforms like Instagram, TikTok, Facebook, YouTube, etc.? |  |

**Overall Comments/Feedback:**
*(Use this section to provide any specific notes, suggestions, or highlights.)*

**Total Score:**
*(Out of 100)*