



## “Why I’m Excited About IT” Video Competition

With over 120,000 students taking Cisco® Networking Academy® courses every year in the United States, there must be equally as many reasons why students are interested in learning about IT and networking. We’re convinced that every student has their own unique story of why they are interested in IT. Now is the time for you to tell your story.

[www.cisco.com/go/netacad/videocontest](http://www.cisco.com/go/netacad/videocontest)

**DEADLINE to submit your video and Entry form: Friday, May 15, 2009, 11:59 pm (PST)**

Cisco | Networking Academy®  
Mind Wide Open™

## Contest Overview

We encourage individuals or teams of up to three of your Networking Academy colleagues to develop and submit a 3-minute video that expresses a compelling message of “Why I’m Excited about IT.” Do you have a success story? Do you have a message that could inspire others to get interested in IT? Was there a moment when you realized how much you enjoyed IT? Please have fun, be yourselves, and remember that you are the producers and the stars!

## Who Can Enter?

There are three categories of eligibility. You (as well as your teammates) must be in one of these groups:

- Currently enrolled U.S. Cisco Networking Academy students in **High School** (grades 9 to 12)
- Currently enrolled U.S. Cisco Networking Academy students in **College**
- U.S. Cisco Networking Academy **Alumni** (having completed at least one course)

You will be asked to provide your Cisco Network Academy Student Profile ID numbers and academy number to verify your eligibility. The video can be created by one individual or by a team of up to three fellow Networking Academy students and/or alumni.

Twitter Link: [http://twitter.com/NetAcad\\_Videos](http://twitter.com/NetAcad_Videos)

Facebook Link: <http://www.facebook.com/home.php?#/pages/Cisco-Networking-Academy-Video-Contest/86919550195>

## How Are Entries Submitted?

### There are three steps:

1. Download the Entry form and the two Release forms for your video from the contest site.
2. Submit your video in the appropriate format, no more than 3 minutes long, to the specified YouTube URL:

| <b>Category</b> | <b>URL</b>  |
|-----------------|---|
| High School     | <a href="http://www.youtube.com/group/cnavideoshs">http://www.youtube.com/group/cnavideoshs</a>           |
| College         | <a href="http://www.youtube.com/group/cnavideoscollege">http://www.youtube.com/group/cnavideoscollege</a> |
| Alumni          | <a href="http://www.youtube.com/group/cnavideosalumni">http://www.youtube.com/group/cnavideosalumni</a>   |

3. Submit a completed Entry form.

## Video Submission

1. Go to the specified YouTube URL to submit your video:

| Category    | URL   |
|-------------|---|
| High School | <a href="http://www.youtube.com/group/cnavideoshs">http://www.youtube.com/group/cnavideoshs</a>           |
| College     | <a href="http://www.youtube.com/group/cnavideoscollege">http://www.youtube.com/group/cnavideoscollege</a> |
| Alumni      | <a href="http://www.youtube.com/group/cnavideosalumni">http://www.youtube.com/group/cnavideosalumni</a>   |

2. You will be required to enter a video Title. We suggest something appropriate to the content of your video.

3. In the Description field, please enter your Category, Team Leader's last name, and Networking Academy Student #.

For example, if you're in high school, if your team leader's last name is Chambers, and if your Networking Academy student ID # 123456, your Description would be as follows: HS, Chambers,123456.

4. In the Category drop-down, select Education.

5. Under Privacy be sure to select "Share your video with the world (Recommended)",

6. Select Save Changes and then Upload Video.

**Note:** Acceptable formats are only the following: H.264, MPEG 2, and MPEG 4, using the highest resolution possible. Please review YouTube's Getting Started help page for more details. Videos in other formats will not be accepted.

## Entry Form and Video Release Forms

1. Download copies of the Publicity Release form for each person appearing in your video and Location Release form. Have them signed as needed.

2. Download the Entry form and fill it out legibly and completely (illegible or incomplete forms will not be accepted).

3. Fax the completed Entry form to 800 413-7925. If you do not have access to a fax machine, you can scan and email the completed form to: [CiscoVideoContest@external.cisco.com](mailto:CiscoVideoContest@external.cisco.com)

Disclaimer: YouTube LLC is not a sponsor of or in any way affiliated with this Contest.

**The deadline to submit your video and the Entry form: Friday, May 15, 2009, 11:59 p.m. Pacific Standard Time (PST)**

## How Will Videos Be Judged?

A panel of Cisco Networking Academy employees will judge the entries. There will be a first, second, and third place national winner in each of three categories.

### Categories

- **High School** Student or Team submissions
- **College Student** or Team submissions
- **Alumni Individual** or Team submissions

### Judging Criteria

Each video will be judged on the following criteria for 80 percent of the vote to decide the winners:

- **Content:** Is the video message engaging, clear, and appropriate to the theme of the contest? Does the video highlight the Networking Academy?
- **Creativity:** Is the video unique, innovative, and creative?
- **Craftsmanship:** Is video technology used effectively to get the message across to the audience? Is the video within 3-minute limit, with crisp edits and good sound?
- **Conclusive Effect/Technical Merit:** Is the overall effect achieved in communicating to the audience? Does the video use video tools such as narration, images, effects, and so on to convey a unique message?

### Popular Vote

On June 1, 2009, as an additional judging step, the top five videos from each category (15 videos total) will be posted to YouTube for a popular vote. These votes will represent 20 percent of the vote to decide the winners.

Please review the Judging Process and Contest Rules to ensure you understand what the judges will be looking for and that you abide by contest rules.

### How Will the Winners Be Announced?

Winners will be notified directly by Cisco Networking Academy. The top five finalists and alternates per category will be notified by May 25, 2009. The top three videos per category will be displayed on YouTube and designated Cisco websites.

### What Can My Video Include?

Video entries must contain only original material (including music and images). No trademarked, copyrighted, or otherwise branded materials, logos, or products may be used unless you have written permission to do so. This includes logos on T-shirts, trademarked brands on products, and so on. Any entries that contain copyrighted, branded and/or trademarked materials without proper permission will be disqualified.

### Can Participants Use Real-life Experiences?

Absolutely! Please share your own unique experiences and the reasons why you are excited about IT. Depending on the

nature of the video, participants may be asked to submit additional releases that give permission to use photographs, names, people, or other pertinent material in the video.

## What Are the Prizes?

### VISA Gift Card

VISA Gift Cards valued at \$1,200 for an individual, or divided for team members (\$600 each for teams of 2, and \$400 each for teams of 3)

### Apple iPod Touch

iPod Touch, 8GB, for each team member, (valued at \$229 each) or \$897 team value or VISA Gift card value equivalent

### Apple iPod Nano

iPod Nano, 8MB, for each team member, (valued at \$150 each) or \$450 team value, or VISA Gift card value equivalent

Winning individuals and/or teams will receive prizes and recognition provided by Cisco Networking Academy. The winning videos will be posted on Cisco websites and other publicly available websites. Individual or team winners will receive the following prizes:

- First place Visa gift cards valued at \$1200 for an individual, or divided for team members (\$600 each for teams of two, and \$400 each for teams of three)
- Second place An 8-GB iPod Touch for each team member (valued at \$229 each) or \$900 team value, or the Visa gift card value equivalent
- Third place: An 8-MB iPod Nano for each team member (valued at \$150 each) or \$450 team value, or the Visa gift card value equivalent

Disclaimer: Neither Visa, Inc. nor Apple Computer is a sponsor of nor in any way affiliated with this Contest.

## Frequently Asked Questions

### Does it cost anything to enter?

There is no charge for submitting an entry.

### Can I submit more than one entry?

No. Only one entry per team or individual is acceptable, and an individual may only participate on one team.

### Can entries be disqualified?

Video entries can be disqualified for a variety of reasons, including vulgar or inappropriate content in the video, missing the deadline for either the Entry form or the video submission, use of a nonapproved format, exceeding the 3-minute length maximum, use of copyrighted material without permission, or violation of other contest rules. Please be sure to carefully review all of the information on this page.

**Can anyone who is not a student or an alumnus of the Networking Academy assist in production of the video?**

No. All video production work must be done by the individual or team submitting the video entry.

**How many students can work on the video?**

Only team members can work on the video. Teams may not exceed three members.

**What is the deadline for submission of the video and Entry form?**

Friday, May 15, 11:59 p.m. PST

- 1) Submit video to the YouTube URL shown above,
- 2) Fax in Entry form to 1-800-413-7925 or email a scan of the form to [CiscoVideoContest@external.cisco.com](mailto:CiscoVideoContest@external.cisco.com)

**What does each entry need to include?**

Your video entry should only include subject matter that is related to this contest and Cisco Networking Academy.

## Still have questions?

For questions not answered here, please contact: [CiscoVideoContest@external.cisco.com](mailto:CiscoVideoContest@external.cisco.com)

Good luck and have fun!

 Think before you print.

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The "Why I'm Excited About IT" Video Competition (the "Contest") begins April 2, 2009 at 12:00 a.m. Pacific Time ("PT") and ends June 1, 2009 at 11:59 p.m. PT ("Contest Period"). The Contest is sponsored by the Cisco Systems, Inc. ("Sponsor"). The Contest is open to individuals who are: (1) at least 14 years of age as of the Contest start date; (2) current Networking Academy students in high school or college, or Networking Academy student alumni with an active Academy Connection login User ID and who have completed at least one course; and (3) resident in the 50 United States or the District of Columbia ("Contestants"). For full Official Rules, go to the Contest website at [www.cisco.com/go/netacad/videocontest](http://www.cisco.com/go/netacad/videocontest).

**Disclaimer: Neither YouTube, Visa, Inc., nor Apple Computer is a sponsor of nor in any way affiliated with this Contest.**