

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete	Score
Intro Clip	Proper introduction into the video, setup for what the video is about. Includes who you are, relationship to Cervicide, and what the video is about. 10 Points	Intro is somewhat clear, setup for what the video is about is lacking 7 Points	Intro is somewhat clear, setup for what the video is about is missing 5 Points	Intro is not clear, setup for what the video is about is missing 0 Points	/10
Product Introduction	Proper introduction of what the product is and key points 10 Points	Introduction of product is missing some key points 7 Points	Introduction of product is missing most of the key points 5 Points	Introduction of product is not clear and is missing 0 Points	/10
Product Usage	Explanations of how the product was used (or is used) is defended or supported with real world experience 20 Points	Explanations of how the product was used is somewhat lacking, content needs more real world experience 15 Points	Explanations of how product is used is very lacking, needs more real world experience 10 Points	Product usage is missing, no real world experience 0 Points	/20
Product Pros	Real world examples support the benefits of product adding credibility 20 Points	Product should have been tested longer but has real world examples supporting pros 15 Points	Product didn't have enough testing to support most of the real world examples 10 Points	Product doesn't have enough real world examples nor testing 0 Points	/20
Product Cons	Real world examples explaining cons with sufficient testing adding credibility to claims 20 Points	Product should have been tested longer but has real world examples to support claims 15 Points	Product didn't have enough testing to support most claims or real world examples 10 Points	Product doesn't have any real world examples or testing to support claims 0 Points	/20
Product Overview	Overview explains product usage and how it can fit for a hunter, pros and cons are highlighted, overall impression of product 10 Points	Overview explains product usage somewhat and how it fits for a hunter, pros and cons are somewhat highlighted, overall impression 7 Points	Overview is confusing or doesn't really explain usage and how it can fit for a hunter, pros and cons aren't highlighted or are recited from previous segment, overall impression of product is lacking 5 Points	Overview is missing usage and how it fits for a hunter, pros and cons are recited from previous segment, overall impression is missing 0 Points	/10
Outro Clip	Proper closure of video, information on where to find product is acknowledged, examples of usage for product, overview of why or why not you support or don't support product 10 Points	Closure of video is mostly provided, missing where to find product, examples of usage for product, overview of why or why not you support or don't support product is lacking 7 Points	Closure of video is mostly lacking, where to find product, examples of usage for product are unclear, overview of why or why not you support or don't support product is unclear 5 Points	Missing closure of video, information on where to find the product is missing, overview of why or why not you support or don't support product is missing 0 Points	/10

**/100**

- While we encourage you to do reviews on companies we partner with, your review submission can be of any gear that you personally use
- When submitting gear reviews use constructive criticism when reviewing different companies products

-Things to keep in mind when making a Gear Review:

- Proper Lighting
- Adding B-Roll
- Covering the **PROS** and **CONS**
- Background noise
- Slow Panning
- Stable Camera Tripod or Mount
- Good Audio Quality