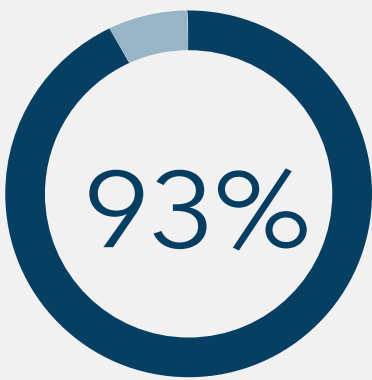


# SURVEY RESULTS

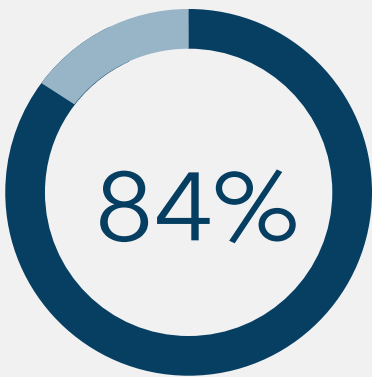
Personal Best Media has created a series of short videos, which speak directly to young athletes, coaches and parents about the challenges they face in today's sports culture.

WE SCREENED THE VIDEOS WITH STUDENTS AND  
HERE IS WHAT THEY SAID:



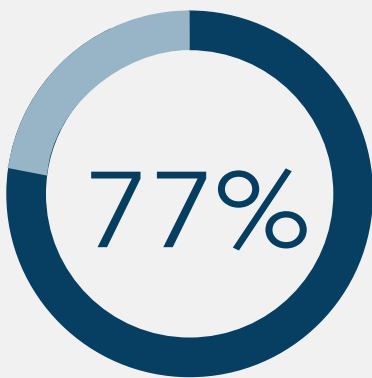
93% OF  
STUDENTS SURVEYED

SAID THAT THE VIDEOS "EFFECTIVELY  
IDENTIFY THE ISSUES FACING  
YOUTH SPORTS."



84% OF  
STUDENTS SURVEYED

"BELIEVE OUR VIDEOS CAN HAVE A POSI-  
TIVE INFLUENCE AND CHANGE BEHAVIOR."



77% OF  
STUDENTS SURVEYED

"WOULD SHARE [OUR VIDEOS] WITH A  
FRIEND OR TEAMMATE."

# FULL SURVEY RESULTS

## WHO DID WE SURVEY?

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- 400 high school students
- Girls and boys
- Grades 9-12
- Athletes and non-athletes
- Representing 18 high schools, with an enrollment in excess of 30,000 students.
- A cross-section of social, economic and racial diversity

Sample Group: Students in Grades 9, 10, 11 and 12 Health Classes.

Survey Questions	Grades 9 &10		Grades 11&12		Student Comments
	Yes	No	Yes	No	
Video <i>Success Mindset For Athletes</i>					“Great ideas for relieving stress.”
I liked the video presentation	73%	27%	78.6%	21.4%	“I liked how the words were put on the board so it was easier to pay attention.”
The video effectively identified the issue.	93.7%	6.3%	89.8%	10.2%	“I liked the animations.”
The on Camera presenter held my attention.	74.6%	25.3%	52.5%	47.5%	“It makes you do something, so it grabs the attention.” “It had really good solutions.”
The animation reinforced key points.	95.2%	4.8%	92.9%	7.1%	“I liked how this video presentation was captivating and I learned from it.”
Boys and Girls are equally represented in the video.	95.2%	4.8%	86.2%	13.8%	“I like the visuals the most, it really helps you to picture the tips she was talking about.”
This video can influence or change behavior.	88.9%	11.1%	86%	14%	“The woman’s voice was nice for the video, relaxing, that sounds weird for me to say.”
I Would recommend this video to teammates, friends or parents.	79.4%	20.6%	75.9%	2 4.1%	“It had many good tips I might use.”
The video represents racial and ethnic diversity.	95.2%	4.8%	57.6%	42.4%	“I can relate to this because I know what pressure feels like.”
The length of the video was ?	Just right	Too Long	Just Right	Too Long	“I like the many different solutions that were suggested as it showed a variety of ways to solve the same problem.”
	47.6%	44.4%	65.8%	28.8%	
*More than a 20% differential					Short 5.4%
					“It helps you prepare yourself before a game.” “Relates to me, an athlete”

# SURVEY RESULTS

Sample Group: [Students in Grades 9, 10, 11 and 12 Health Classes.](#)

Survey Questions	Grades 9 &10		Grades 11&12		Student Comments
	Yes	No	Yes	No	
Video <b><i>Bullying and Hazing</i></b>					
I liked the video presentation	90.5%	9.5%	86.7%	13.3%	“It was inspirational.” “The clip showing the bystanders explains the difference of hazing and team bullying.” “Contrasting the columns for hazing and team building was great for visual learning.”
The video effectively identified the issue.	93.7%	6.3%	97.1%	2.9%	“It clearly stated the problems and solutions and didn’t have actors.” It was informative and it had relatable stuff. “Well done and put together.”
The on Camera presenter held my attention.	92.1%	7.9%	86%	14%	“I liked how they used actual headlines of articles about hazing and bullying.”
The animation reinforced key points.	84.1	15.9	92%	8%	“It provided the ways to solve the problems.”
Boys and Girls are equally represented in the video.	92.1%	7.9%	75.3%	24.7%	“It shows how hazing is not team building.”
This video can influence or change behavior.	87.3%	12.7%	87.7%	12.3%	“The video made really good points and showed how team members, captains and coaches can feel safe.”
I Would recommend this video to teammates, friends or parents.	65.1%	35%	79.5%	20.5%	“The presenter did a wonderful job.” “The animations emphasize the point of the video.”
The video represents racial and ethnic diversity.	74.6	25.4%	67.6%	32.4%	“Well done and put together.” “I didn’t know much about hazing but I am now informed.”
The length of the video was	Just right	Too Long	Just Right	Too Long	“I learned how to help the victim being bullied.”
	73%	27%	66.2%	28.2%	“I like the many positive options that a team can work on.”
		Short xxxxxx		Short 5.6%	“The thing that I like most about this video was how it really showed coaches how to deal with bullying.”

**Sample Group: Students in Grades 9, 10, 11 and 12 Health Classes.**

Survey Questions	Grades 9 &10		Grades 11&12		Student Comments	
	Yes	No	Yes	No		
Video <u>Social Media</u>					"There were many good images that captivated me the entire time."	
I liked the video presentation	77.8%	22.2	86%	14%	"Found it engaging and interesting."	
The video effectively identified the issue.	92.1%	7.9%	87.6%	2.4%	"Good at keeping the viewer's attention."	
The on Camera presenter held my attention.	88.9%	11.1%	77.5%	22.5%	"He was very interesting, I would show some friends the video." "Opens kid's eyes to the issue and causes."	
The animation reinforced key points.	81.0%	19%	84.8%	15.2%	"I liked how they talked about how social media can affect recruiting. I can relate to that a lot and other girls trying to be recruited can as well."	
Boys and Girls are equally represented in the video.	88.9%	11.1%	80.9%	19.1%	"I like how the animations was used as the speaker was talking to support what he was saying."	
This video can influence or change behavior.	74.6%	25.4%	77.0%	23%	"I like how it shared how to respond correctly to certain post online."	
I Would recommend this video to teammates, friends or parents.	61.9%	38.1%	82.5%	17.5%	"I like the premise of the video along with the way it helps provide solutions as well."	
The video represents racial and ethnic diversity.	92.1%	7.9%	65.8%	28.8%	"It was easy to follow and it's good advice for people who are not involved in sports."	
The length of the video was	Just right	Too Long	Just Right	Too Long	"The video made good points and what I should do for my team."	
	68.3%	31.7%	69.9%	21.2%		
		Short 6.3%			Short 8.8%	"It effectively addressed the issue."
<p><b>*More than a 20% differential</b></p>						

# SURVEY RESULTS

Sample: Team Captains representing 17 high schools and 31 sports				Select Student Comments
Survey Questions	Yes	No	Needs work	
I liked the video presentation.	95.65%	1%	3.5%	<p>"I like how it helps prepare people for what it's like to be a Capt."</p> <p>"It really opened my eyes to ways to improve my team."</p>
The video identified the issue and offered tangible suggestions and solutions.	96.5%	****	3.5%	<p>"I liked how it was broken down into steps which made it easier."</p> <p>"The best part was it showed that no matter what or how you look anyone can be a leader."</p>
Does the animation effectively explain and reinforce key points in the video?	95.65%	****	4.35%	<p>"I liked the fact that the video explains key concepts of what a captain should do and how they should act."</p>
Are Boys and Girls represented equally in the video?	96.5%	****	3.5%	<p>"It gave an understanding of the Capt. concept from many different views including the coach teammates and AD."</p>
Do you think this video can have a positive influence or change behavior?	89.56%	1%	3.5%	<p>"I liked the video because of its ability to touch on so many relevant topics in depth yet in a practical timeframe."</p>
I Would recommend this video to other team captains.	95.65%	1.7%	2.6%	<p>"I like that the video highlights that you were picked to be a captain by your team or your coach so that you don't have to change message resonated with me."</p>
Does the video represent racial and ethnic diversity?	91.3%	4.34	4.34	<p>"I like that it discusses real-life scenarios such as people not listening to you."</p>
The length of the video was -	Just Right	Too Long	Too Long	<p>"I like how it specifically addressed that most team captains don't know how to lead and provided guidance as to how to help them accomplish this."</p>
	97.4%	2.6%	****	