

# Video challenge teaches ethics

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Texas Tech students can grab a video camera this fall and step up to the Matador Video Challenge to express themselves and win prizes.

The Matador Video Challenge comes from Tech's quality enhancement plan, which is designed to engage students in ethical principles and improve campus life.

Michelle Bair, senior editor and instructional designer for the provost's office, said Tech wants students involved in the conversation on ethics. "We wanted to take the quality enhancement plan idea and disseminate it down to students," Bair said. "What better way to do it in a media age than with YouTube and videos?"

All students, organizations and colleges are encouraged to participate. Individuals are asked to make a video no longer than three minutes on an ethical principle.

Bair said if students have any questions, they can refer to the Matador Video Challenge Web site. If students do not have a video camera, one can be checked out from the digital media studio in the University Library.

The winner of the contest will receive prizes including tickets to the Oct. 31 Tech vs. Kansas game, having their video presented at the game and meeting with Tech President Guy Bailey.

Dee Jay Wilde, student government association external vice president, said it is a great way for students to promote their organization while thinking about ethics. "It's a great program to promote students to do the right thing," Wilde said.

Bair said she thinks this will be a fun activity for students to tell others what it means to be a Red Raider. "We are hoping that the Matador Video Challenge is going to become a Texas Tech tradition," Bair said.