

# 2012 PUBLIC SERVICE ANNOUNCEMENT COMPETITION



ELIGIBLE STUDENTS: High School Students and College Students

## Contest Purpose

The Public Service Announcement Competition allows students to collaboratively problem-solve as they produce a creative, multimedia video clip designed to elevate the image of teaching. The PSA should evoke strong positive emotions about the profession causing the viewer to consider the worth of the profession as an important career. This competition affords the student an opportunity to sharpen his or her skills as both a leader and a productive team member.

This competition is cross-walked with the following Education and Training Career Cluster Knowledge and Skill Statements: ESS02, ESS04, ESS07, ESS10, EDC02, and EDC07.

## Eligibility for Entry

- A. This competition is open to good-standing FEA chapters at the high school or college levels. (This is not a competition for individuals.)
- B. Each chapter may submit one PSA. All entries are competing in one category.
- C. All competition materials must be submitted online by 11:59:59 PM (Eastern) on December 19, 2011.
- D. At least one student who participated in creating the winning PSA must be registered for the FEA National Conference by January 20, 2012, and be present at the conference.
- E. Entrants grant PDK International, the sponsoring organization of FEA, the right to use and publish the submission online or in any media without compensation.

## Competition Guidelines

- A. All entries must be uploaded through the conference competition website.
- B. The video file must be in either an .mp4 or .flv format.
- C. The entry must contain a title at the beginning of the video.
- D. The entry must include the name of the school, city, and state in the closing credits (Example: This message was brought to you by Kirkwood High School's chapter of the Future Educators Association in Bloomington, Ind.).
- E. From the beginning caption until the last scene of the closing credits inclusively, entries must be no longer than one minute in length. **If longer than one minute, the PSA will be disqualified.**
- F. **IMPORTANT: For security purposes, the full names of students cannot be spoken aloud or written in the text of the credits.**

## Judging and Scoring

- A. The judges' decisions are final.
- B. Scoring is based on the PSA Competition rubric. The following factors will be considered when the entry is judged:
  - **Content:** The PSA is appropriate for a national teenage audience; the video could be well-received and appreciated by students in all parts of the country. The PSA shows the value of the education profession, captures the joys of teaching, and promotes respect for all educators.
  - **Creativity:** The PSA is presented in a manner that is appealing to students, unique, and attention grabbing. Videos must incorporate **original ideas**. (A PowerPoint slideshow of photos set to music does not constitute creativity and originality.)
- C. The first, second, and third place winners will be shown during the general sessions of the FEA National Conference. The first-place winner will be posted on the FEA website.

## How to Enter

- A. All competition materials must be submitted online by 11:59:59 PM (Eastern) on December 19, 2011.
- B. Print the confirmation page for your records after completing the online submission form.



The National Association of Secondary School Principals has placed this program on the NASSP National Advisory List of Student Contests and Activities for 2011-2012.

## 2012 PUBLIC SERVICE ANOUNCEMENT COMPETITION • Judge's Rating Sheet

Contestant's School \_\_\_\_\_

School's City/State \_\_\_\_\_

*(Points awarded may range between zero and the maximum number indicated.)*

**This PSA is \_\_\_\_\_ seconds long. If more than 60 seconds, do not score this entry.**

### A. CONTENT

- |  |         |
|--|---------|
| The PSA evokes an emotion of respect and pride in the teaching profession.                   | 10 pts. |
| The PSA has elements that may cause others to consider becoming an educator.                 | 10 pts. |
| The PSA clearly elevates the image of teaching by communicating the value of the profession. | 10 pts. |
| The content is appropriate for viewing for a national television audience.                   | 10 pts. |

### B. CREATIVITY

- |  |         |
|--|---------|
| The content is presented in a manner that is appealing to a national teenage audience. | 20 pts. |
| The submission is attention-grabbing.  | 10 pts. |
| The submission is unique and contains original content.                                | 10 pts. |

### C. GUIDELINES

- |   |         |
|---|---------|
| The PSA includes the name of the school, city, and state in the credits.            | 5 pts.  |
| The PSA plays smoothly.   | 5 pts.  |
| Text within the PSA has correct spelling, grammar, capitalization, and punctuation. | 10 pts. |

**TOTAL POSSIBLE POINTS: 100**