



NUTRITION & PHYSICAL ACTIVITY PSA

90 seconds maximum



Scoring Guide

A 90-second PSA is intended for web delivery, public service television spots and lectures at local, state and national events. Create a PSA addressing the importance of nutrition education, access to healthy foods/beverages and/or physical activity opportunities in your community. Ads should identify solutions for a healthy community. Films in this category should serve to educate audiences about the benefits of healthy lifestyle choices.

POINTS POSSIBLE	CRITERIA
25	Film is developed with attention to the challenges of eating healthfully and being physically active
25	Films show at least one example of the benefits of a healthy lifestyle
25	Film provides a call for action to reduce unhealthy behaviors
20	Good quality SOUND that pushes story forward with crisp sync sound
35	Good quality VISUALS that enhance the story. Includes: Strong Lighting, Nicely Composed Shots, sharply focused subjects, Steady Camera Operation
35	Postproduction EDITING shows attention to detail: Includes: Shots Flow, Audio levels are even, Story is developed through the cuts