



Public Service Announcement

90-seconds maximum

Scoring Guide

A public service announcement aims to benefit the general public, to improve the society we live in and frame the best hope for our lives today and our children's lives tomorrow. Produce a film drawing attention to an important LOCAL issue. The film should address the general public and clearly answer two very important questions:

1. Why should I care about this issue?
2. What action should I take to support this issue?

Points Possible	Criteria
20	Film focuses on an issue of LOCAL importance
20	Appropriate call-to-action/suggested solution is provided in the film
20	Appropriate background information provided on the issue
10	Music selection matches the tone of the video
10	General audio quality is balanced throughout the film
20	Film follows basic film techniques (rule of thirds, transitions, lighting, jump-cuts)