



Nutrition and 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 education audiences about the benefits of healthy lifestyle choices.

Points Possible	Criteria
20	Film is developed with attention to the challenges of eating healthfully and being physically active
20	Films shows at least one example of the benefits of a healthy lifestyle
20	Film provides a call for action to reduce unhealthy behaviors
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)