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## **Public Service Announcement**

*Public service ads (PSA) or public service announcements are basic messages to the public that raise awareness on a specific social issue. This event recognizes FBLA members who demonstrate the ability to research a topic (issue) and create an original and informative thirty (30) second PSA video, raising awareness and/or evoking a changed attitude toward the issue.*

### **Competencies**

This event is composed of two (2) parts: a pre-judged presentation including the public service announcement, and a performance.

#### *Pre-Judged Competencies*

- document addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- identify the basic functions and resources for editing an audio/video production
- required information is effectively communicated
- copyright laws followed

#### *Performance Competencies*

- explain content logically and systematically
- communicate the design process
- explain the tips, techniques, and tools used
- demonstrate good voice quality and diction
- display self-confidence though knowledge of content and articulation of ideas
- answer questions effectively

#### **Business Education Curriculum Standard(s):**

Information Technology; Management

### **2018 Topic**

Develop a public service announcement that addresses the issue of student safety and protection with regard to cyber bullying.

### **State Eligibility**

Each local chapter may enter two (2) public service announcements. One member or a team of up to 3 members may create the mobile application. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

*In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual. If a member is competing as part of a team and members withdraw from the team leaving that member as the only remaining competitor, he/she may not compete/advance to the next level if the member competed as an individual in prior years.*

The top 10 rated presentations from among those submitted will be required to give an oral presentation at the SLC.

The Statement of Assurance and event entry form must be submitted with the pre-judged program.

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At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.

## **State Regulations**

### **Prejudged Public Service Announcement**

1. The program must address the topic given.
2. Participants must research and form an objective on the given topic (social issue).
3. The public service announcement should be 30 seconds in length and be incorporated into a presentation explaining the topic research, script development, and video production that is no more than five (5) minutes in length.
4. The production may use any method to capture or create moving images.
5. Members are expected to follow all copyright laws.

## **State Procedure**

1. The event consists of two (2) parts: (1) submission of public service announcement with presentation and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.
3. If advancing to the final round, participants are required to complete both parts to be eligible to win an award.

### **Preconference Requirements**

1. The participant(s) must submit the following items:
  - a. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
  - b. Statement of Assurance.
2. A presentation of no more than five (5) minutes explaining the topic research, script development, video production, and the public service announcement must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the [www.pafbld.org](http://www.pafbld.org) website. Specific instructions regarding uploading to YouTube are found in the competitive events section of the PA FBLA website.
3. **The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published at [www.pafbld.org/importantdates.php](http://www.pafbld.org/importantdates.php), which is posted on the PA FBLA web site. Failure to submit these documents by the received by date will result in the participants being disqualified.**

### **Oral Presentation**

1. The top ten (10) individuals or teams will be scheduled for a final presentation at the SLC.
2. Presentation of the entry must be conducted by participants who authored the event.
3. The presentation is an explanation of the topic research, script development, and video production.
4. The PSA must be shown to the judges. The presentation should include, but not limited to: the team's objective toward the topic, major findings from the topic research, the script writing process, use of different video techniques, a list of equipment and software used; and copyright issues with pictures, music, or other items.
5. Participants are responsible for bringing a copy of the project submitted to use in the onsite presentation.

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6. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
  7. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
  8. The chapter must provide the computer for the event. Internet, a LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Access may not be available via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.
  9. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
  10. All team members are expected to actively participate in the performance.
  11. Individuals or teams will have five (5) minutes to describe the project and show their video.
  12. At the end of four (4) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at five (5) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.
  13. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
  14. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.
  15. **The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.org/dresscode.php). If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

## **State Judging**

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will then select the winners, and all decisions of the judges are final.

If there is a tie after the pre-judged program in order to determine the top 10 finalists for the SLC, ties will be broken based on the following:

### **First Tiebreaker**

- Total points of the "Audio and visual elements coordinated and complimentary" category within the *Video Presentation* section on the Production Rating Sheet.

### **Second Tiebreaker**

- Total points of the "Presentation includes an effective opening, body, and conclusion" category within the *Video Presentation* section on the Production Rating Sheet.

### **Third Tiebreaker**

- Total points of the "Topic (social issue) fully and properly researched and demonstrated in video" category within the *Video Presentation* section on the Production Rating Sheet.

If there is a tie after the pre-judged program portion and the oral presentation portion of the event, ties will be broken based on the following:

### **First Tiebreaker**

- Total points of the Production Rating Sheet.

### **Second Tiebreaker**

- Total points of the *Video Presentation* section on the Performance Rating Sheet.

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### **Third Tiebreaker**

- Total points of the “Thoughts and statements are well-organized and clearly stated; appropriate business language used” section within the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php](http://www.pafbla.org/tiebreakers.php).

## **State Awards**

The state will present a maximum of ten (10) awards at the State Leadership Conference.

## **National Conference Eligibility**

The first-, second-, third-, and fourth-place award winning PSA at the State Leadership Conference are eligible for entry at the National Leadership Conference. All NLC qualifiers will be expected to present a five-minute (5) oral presentation of the program at the NLC. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

At the national level, this event isn’t prejudged.

In the event that the local chapter of the first-, second-, third-, or fourth-place winning PSA cannot attend the National Leadership Conference or does not wish to have its program submitted for competition at the National Leadership Conference, it is the responsibility of the:

### **local chapter adviser**

- to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

### **PA FBLA Executive Director/State Chairman**

- to contact the next eligible award winner about participating at the National Leadership Conference.



## PUBLIC SERVICE ANNOUNCEMENT Production Rating Sheet

*Revised 2017-18*

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Expectation Item</b>					
Demonstrates understanding of the event topic	0	1-3	4-7	8-10	
Describes the use and implementation of innovative audio editing and video technology	0	1-7	8-14	15-20	
Include elements that are related to the topic and directed towards a specific audience	0	1-7	8-14	15-20	
Video is incorporated into the presentation informing and/or evoking a changed attitude towards the issue	0	1-7	8-14	15-20	
Provides proper documentation of pictures, audio, etc.	0 No documentation provided		10 Substantiates compliance to copyright regulations using visual representation		
<b>Delivery Skills</b>					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentations over five (5) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>					<b>/100 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:



## PUBLIC SERVICE ANNOUNCEMENT Performance Rating Sheet

Revised 2017-18

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Describes the use and implementation of innovative audio editing and video technology	0	1-7	8-14	15-20	
Include elements that are related to the topic and directed towards a specific audience	0	1-7	8-14	15-20	
Video is incorporated into the presentation informing and/or evoking a changed attitude towards the issue	0	1-7	8-14	15-20	
Provides proper documentation of pictures, audio, etc.	0	No documentation provided	10	Substantiates compliance to copyright regulations using visual representation	
<b>Delivery Skills</b>					
Statements are well-organized and clearly stated	0	1	2-3	4-5	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1	2-3	4-5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentations over five (5) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>					<b>/100 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: