
Public Service Announcement – Middle Level

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 Middle Level 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

- Document addresses topic and 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

Business Education Curriculum Standards:

Communication; Information Technology; Management

2017 Topic

The topic for this event for the 2016-2017 school year is:

Create a public service announcement on the responsible use of social media.

State Eligibility

Each middle level chapter may enter up to five teams in this event. Each team may consist of a minimum of one (1) member and a maximum of three (3) members. Each middle level student is permitted to compete in one (1) objective test event, OR one (1) school site event.

Participants must be members of active local chapters on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

All middle level FBLA members in grades 5 through 8 are eligible for this event.

It is the responsibility of:

Local chapter adviser

- To pay membership dues for all competitors by the published deadline and to register students through the PA FBLA online registration system by the published deadline

National Eligibility

There is no national eligibility. This event is for Pennsylvania members only.

Procedure

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 a script is required.

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4. Each participant's entry must be the result of his or her own efforts. Facts and working data may be secured from any source. The speech must be prepared by the student member, not advisers. Local advisers should serve as consultants to ensure that the event is well organized, contains substantiated statements and is in line with copyright laws.
 5. The script must be uploaded as well with the participant's name(s), state, school, and event title.
 6. **Videos must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the PA FBLA website. YouTube upload guidelines are posted under 'Competitive Events' on the Middle Level section of the PA FBLA website. The Event Entry Form must be submitted by the deadline.**

State Judging

Ties will be broken as follows:

First Tiebreaker: Total points of the *Content of Web page(s) effectively cover topic with all vital information included* section on the rating sheet.

Second Tiebreaker: Total points of the *Format, text, and graphics are consistent, well-balance and with no overlapping items that reduce readability* section on the rating sheet.

Region Recognition

Local chapters/region advisers may decide the number and type of awards or recognition to be presented locally or at the RLC.

State Recognition

The state FBLA office will provide certificates of participation for local chapters to distribute to all members who participate in this event at the state level. After comparing the results of all participating members in the state, recognition will be issued to the 1st and 2nd place winners in this event.

National Recognition

There is no national recognition for participants. This event is a Pennsylvania only event.



PUBLIC SERVICE ANNOUNCEMENT

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Video Presentation					
Topic (social issue) fully and properly researched and demonstrated in video	0	1-3	4-7	8-10	
Video is clear and concise (does not exceed 30 seconds)	0	1-3	4-7	8-10	
Elements included in PSA video are suitable, appropriate, and directed towards a specific audience	0	1-3	4-7	8-10	
Audio and visual elements coordinated and complimentary	0	1-5	6-10	11-15	
Video is effective at informing and/or evoking a changed attitude towards the issue	0	1-3	4-7	8-10	
Presentation shows creativity and originality	0	1-3	4-7	8-10	
Presentation includes an effective opening, body, and conclusion	0	1-5	6-10	11-15	
Transitions are effective and appealing	0	1-3	4-7	8-10	
Audio Editing • Good quality • Appropriate volume	0	1-5	6-10	11-15	
Proper Use of Video Technology • Video uses multiple camera angles • Video is smooth and steady • Video is in focus	0	1-5	6-10	11-15	
Titles and graphics enhance overall quality of presentation	0	1-3	4-7	8-10	
Time Penalty Deduct five (5) points for presentations over five (5) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					/150 max.

Name(s): _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments: