Promote South Dakota FCCLA
PSA Contest
Criteria and Contest Information, 2019-2020

1. **ELIGIBILITY.** The promote SD FCCLA PSA contest is open to any affiliated Family, Career and Community Leaders of America (FCCLA) chapter member(s) in South Dakota. Participants may enter individually or as part of a team, but will be recognized as a chapter.

2. **CONTEST PERIOD.** Contest submission link due via e-mail or flash drive envelope postmarked on or before March 1, 2020.

3. **HOW TO ENTER.**
   - **Step 1:** During the contest period, review this document to familiarize yourself and/or your chapter members about the requirements and suggestions for this contest.
   - **Step 2:** Create a video PSA on the annual theme. The 2019-2020 contest theme is **“Where YOUR Leadership Begins with FCCLA”**. The video should be 20-25 seconds in length.
   - **Step 3:** Review and accept the photo and video consent of this contest; get appropriate signatures for permission. Located on attached document.
   - **Step 4:** Participants may enter individually or as part of a team, however, only one entry per chapter is allowed.

4. **ENTRY CRITERIA AND OBJECTIVES.** The 2019-2020 contest video PSA should target prospective new members and the promotion of South Dakota FCCLA. Videos may include other people, but participants must have permission from all individuals who appear in or are mentioned in the video to use their name, voice and/or image. If they are not willing, do not use them in the video.

**VIDEO PSA’S GUIDELINES:**
- Topic/Theme: **“Where YOUR Leadership Begins with FCCLA”**
- Time Limit: 20-25 seconds
- Must include affiliated members in video
- If video includes music, music must be provided by a copyright/royalty free library OR original music created and owned by participants.

Copyright/royalty free music can be found here:
- [https://player.epidemicsound.com/#/browse/](https://player.epidemicsound.com/#/browse/)
- [https://www.audioblocks.com/search/](https://www.audioblocks.com/search/)

**Video submission guidelines:**
- Video must be submitted as a video file (.mp4), via a USB drive, or shared drive link with permissions allowed to access, view and edit. (For use of displaying during general sessions.)

5. **JUDGING CRITERIA.** All eligible entries received will be reviewed by the South Dakota Vice President of Public Relations and State Officer Team.

Criteria are as follows, but not limited to:
- Content Quality
- Memorable/Creative
- Original/Innovative
- Quality of Production
- Meets Contest Guidelines
- Relevance of the Message Given
- Appeal to Target Audience
6. WINNER NOTIFICATION AND VERIFICATION. All entries will be judged and scored based upon the criteria noted. Winner(s) of the PSA contest will be announced at the 2020 South Dakota State Leadership Conference.

Please direct any questions to: South Dakota Vice President of Public Relations, Janelle Dickau @ JD3625@k12.sd.us

Looking forward to receiving your submissions, best of luck!

PSA Contest Rubric

Tier One: Does the video follow the guidelines? (Yes/No) – 1 Point Each

1. Does the video run within the 20-25 second time limit?  Yes  No
2. Is the information included in the video accurate and current?  Yes  No
3. Are any copyrighted materials included in the video?  Yes  No
4. Is any portion of the video inappropriate?  Yes  No
5. Did member(s) complete necessary permission/release form?  Yes  No

Tier Two: Quality of Video – 4 Points Possible Each

| Content Quality: Does video clearly make the connection between population and chosen topic? |
|-----------------|-----------------|-----------------|-----------------|
| 4 Points        | 3 Points        | 2 Points        | 1 Point         |
| Population is clearly tied in with topic in an obvious manner; a strong connection is shown between population and topic. | Population is tied in with topic; a fairly clear connection is made between population and topic. | Population is mentioned but the connection to topic is not supported. | Population is not tied in with topic; no connection between population and topic is made. |

| Memorable/Creative: How well does the video draw in the viewer and keep their attention? |
|-----------------|-----------------|-----------------|-----------------|
| 4 Points        | 3 Points        | 2 Points        | 1 Point         |
| Viewer is left with a strong understanding of the topic, will remember the video, and feels like they want to learn more. | Viewer is left with general understanding and will remember the video. | Viewer mostly understands the topic and might remember the video. Some introduced themes/topics may distract from message. | Presentation is unclear on the topic and unmemorable. |

| Is the video original and innovative? |
|-----------------|-----------------|-----------------|-----------------|
| 4 Points        | 3 Points        | 2 Points        | 1 Point         |
| Video is original, creative and unique. | Video has some original thought and is moderately creative. | Video has little original thinking. | Video has no original thinking. |

| Overall Quality of the Production |
|-----------------|-----------------|-----------------|-----------------|
| 4 Points        | 3 Points        | 2 Points        | 1 Point         |
| Video is well planned with smooth transitions and edits. Sound is expertly balanced and easy to hear. All sound and visual elements coincide with the video’s message. | Video is well planned with competent edits. Sound is well balanced and easy to hear. Most sound and visual elements blend with video’s message. | Video was somewhat planned. Transitions and edits are rudimentary. Sound is reasonably balanced. Some sound and visual elements are distracting. | Video is not well planned and has poor edits. Sound is of poor quality. Many sound and visual elements distract from the video’s message. |

Total Score: __________/21 Points

Comments:
South Dakota Promote FCCLA PSA Contest
Video Participation Consent/Release Form

A separate copy of this form is to be completed by each participant.

I hereby acknowledge my participation in the submitted video

______________________________________________________________________

I hereby consent to the photographing of myself and the recording of my voice and the use of these photographs and/or recordings singularly or in conjunction with other photographs and/or recordings for advertising, publicity, commercial or other business purposes. I understand that the term "photograph" as used herein encompasses both still photographs and motion picture footage. I further consent to the reproduction and/or authorization by South Dakota FCCLA to reproduce and use said photographs and recordings of my voice, for use in publicity and promotion.

I hereby release South Dakota FCCLA rights to utilize my photos/videos in their entirety.

If participant is under 18: I, ____________________, am the parent/legal guardian of the individual named above, I have read this release and approve of its terms.

Student Name: ________________________________________

Student Signature: _____________________________________    Date: ______________________

Parent Name: __________________________________________

Parent Signature: _______________________________________  Date: ______________________