

## Promote South Dakota FCCLA PSA Contest

Criteria and Contest Information, 2023-2024 Deadline: March 15, 2024

- 1. <u>ELIGIBILITY</u>. 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 on or before March 15, 2024.
- 3. HOW TO ENTER.
  - <u>Step 1:</u> During the contest period, review this document to familiarize yourself and/or your chapter members about the requirements and suggestions for this contest.
  - <u>Step 2</u>: Create a video PSA on the annual theme. The 2023-2024 contest theme is <u>"FCCLA The Ultimate</u> <u>Journey Mission Possible"</u> The video should be 15-30 seconds in length.
  - <u>Step 3</u>: Review and accept the photo and video consent of this contest; get appropriate signatures for permission. Located on attached document.
  - <u>Step 4</u>: Participants may enter individually or as part of a team, however, only one entry per chapter is allowed.
- ENTRY CRITERIA AND OBJECTIVES. The 2023-2024 contest video PSA should target prospective new members and the promotion of South Dakota FCCLA. Find out how you can <u>"FCCLA - The Ultimate Journey - Mission Possible"</u>.

Design a video to help celebrate South Dakota FCCLA as a student leadership organization that focuses on the family. Reflect on your personal, chapter, and state FHA, FHA/HERO, & FCCLA history to celebrate your incredible FCCLA story.

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: "FCCLA The Ultimate Journey Mission Possible"
- Time Limit: 15-30 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/

http://www.melodyloops.com/music-genres/

https://www.audioblocks.com/search/

#### Video submission guidelines:

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

<u>5. JUDGING CRITERIA</u>. All eligible entries received will be reviewed by the State First Vice President 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

<u>6. WINNER NOTIFICATION AND VERIFICATION</u>. All entries will be judged and scored based upon the criteria noted. Winner(s) of the PSA contest will be announced at the 2024 South Dakota State Leadership Conference.

Please direct any questions to: South Dakota 1<sup>st</sup> Vice President, Ashlyn Sorensen – <u>AS4968@k12.sd.us</u>. Submit completed applications to <u>AS4968@k12.sd.us</u> on or before March 15, 2024.

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

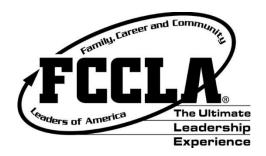
1.	Does the video run within the 15-30 second time limit?	Yes	No
2.	Is the information included in the video accurate and current?	Yes	No
3.	Are any copyrighted materials included in the video?	Yes	No
4.	Is any portion of the video inappropriate?	Yes	No
5.	Did member(s) complete necessary permission/release form?	Yes	No

Tier Two: Quality of Video – 4 Points Possible Each

Content Quality: Doe	s video clearly make the co	nnection between population	on and chosen topic?
4 Points	3 Points	2 Points	1 Point
Population is clearly tied in			
with topic in an obvious	Population is tied in with	Population is mentioned	Population is not tied in
manner; a strong	topic; a fairly clear	but the connection to topic	with topic; no connection
connection is shown	connection is made	is not supported.	between population and
between population and	between population and		topic is made.
topic.	topic.		
		draw in the viewer and kee	
4 Points	3 Points	2 Points	1 Point
Viewer is left with a strong	Viewer is left with general	Viewer mostly	Presentation is unclear on
understanding of the topic,	understanding and will	understands the topic and	the topic and
will remember the video,	remember the video.	might remember the video.	unmemorable.
and feels like they want to		Some introduced	
learn more.		themes/topics may distract	
		from message.	
		al and innovative?	
4 Points	3 Points	2 Points	1 Point
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	\ \ \	
Video is original, creative	Video has some original	Video has little original	Video has no original
and unique.	thought and is moderately creative.	thinking.	thinking.
	I .	of the Production	
4 Points	3 Points	2 Points	1 Point
4 Points	3 Points	2 Points	1 Point
Video is well planned with	Video is well planned with	Video was somewhat	Video is not well planned
smooth transitions and	competent edits. Sound is	planned. Transitions and	and has poor edits. Sound
edits. Sound is expertly	well balanced and easy to	edits are rudimentary.	is of poor quality. Many
balanced and easy to	hear. Most sound and	Sound is reasonably	sound and visual elements
hear. All sound and visual	visual elements blend with	balanced. Some sound	distract from the video's
elements coincide with the	video's message.	and visual elements are	message.
video's message.	viaco o mossago.	distracting.	inicodago.
mass o moodage.		alou aoui ig.	

**Comments:** 

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



Date: \_\_\_\_\_

Parent Signature: