



# Promote South Dakota FCCLA PSA Contest

Criteria and Contest Information, 2024-2025    Deadline: March 15, 2025

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 on or before **March 15, 2025.**
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 2024-2025 contest theme is **“FCCLA – Dare to Dream – Dream Boldy, Shine Brightly”** The video should be 15-30 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 2024-2025 contest video PSA should target prospective new members and the promotion of South Dakota FCCLA. Find out how you can **“FCCLA – Dare to Dream – Dream Boldy, Shine Brightly”**. 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 – Dare to Dream – Dream Boldy, Shine Brightly”**
- 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.)

**5. JUDGING CRITERIA.** 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

**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 2025 South Dakota State Leadership Conference.

Please direct any questions to: **South Dakota 1<sup>st</sup> Vice President, Emma Sonstebj** – [ES4473@k12.sd.us](mailto:ES4473@k12.sd.us).  
**Submit completed applications to [ES4473@k12.sd.us](mailto:ES4473@k12.sd.us) on or before March 15, 2025.**

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

<b>Content Quality: Does video clearly make the connection between population and chosen topic?</b>			
<b>4 Points</b>	<b>3 Points</b>	<b>2 Points</b>	<b>1 Point</b>
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.
<b>Memorable/Creative: How well does the video draw in the viewer and keep their attention?</b>			
<b>4 Points</b>	<b>3 Points</b>	<b>2 Points</b>	<b>1 Point</b>
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.
<b>Is the video original and innovative?</b>			
<b>4 Points</b>	<b>3 Points</b>	<b>2 Points</b>	<b>1 Point</b>
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.
<b>Overall Quality of the Production</b>			
<b>4 Points</b>	<b>3 Points</b>	<b>2 Points</b>	<b>1 Point</b>
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:**

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## 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: \_\_\_\_\_

