

# Public Service Announcement



## Teamwork Event .....

Eligible Divisions: Secondary & Postsecondary / Collegiate	Pre-Judged: PSA video	Digital Upload: YES
Team Event: 2-6 competitors per team	Round 1: Presentation	



### New for 2025 - 2026

Editorial updates have been made.

## Event Summary

Public Service Announcement allows members to use technology to produce a video public service announcement informing the community about a significant health issue. This competitive event consists of one round, and each team consists of 2-6 people. All teams will show their PSA to a panel of judges and give a presentation about their creative process. This event aims to inspire members to be proactive future health professionals by producing a PSA to promote a health service organization, bring awareness to a health situation, or educate the public at large regarding health and well-being.

## Sponsorship

HOSA-Future Health Professionals appreciates the sponsorship of this event by [Hilarity for Charity](#)



## 2025-2026 PSA Topic: “Brain Health is Public Health”

Your task is to create a powerful PSA that educates the public on how brain health is essential to the well-being of individuals, communities, and society at large. This PSA should move beyond personal habits to emphasize the public health implications of brain health, highlighting the need for equity, access, and advocacy.

The goal is to raise awareness about how brain health shapes our collective future, from education and the economy to workforce readiness and social justice. Your PSA should call attention to systemic challenges and inspire action to build brain-healthy environments for all.

### Key Issues to Address:

- A. The social and economic impact of poor brain health/lack of brain health education
- B. Actionable community solution(s) for improving the quality, acceptance, and accessibility of brain health
- C. The role of youth in reducing the stigma associated with Alzheimer's and related dementias, improving brain health equity, and supporting brain health education

### Dress Code

Proper business attire or official HOSA uniform. Bonus points will be awarded for [proper dress](#). All team members must be properly dressed to receive bonus points.

### Competitor Must Provide

- ONE team member uploads the PSA link, Airdate form, Copyright form, ALL Brain Health Certificates of Completion and Reference pages to the HOSA Digital Upload System by May 15 for ILC competition (see advisor regarding SLC requirements and deadlines)

- [Photo ID](#)
- Personal Electronic device on battery power for showing the PSA

HOSA Conference Staff will provide equipment and supplies as listed in [Appendix I.](#)

### General Rules

1. Competitors must be familiar with and adhere to the [General Rules and Regulations](#).
2. **Required for PSA event 2025 – 2026:**  
All members of the PSA team must complete the [HFCUniverse](#) Brain Health 101 and Brain Health 201 courses. At the completion of each course, students will receive a downloadable PDF certificate of completion. These certificates are part of the required digital upload for competing in PSA. Please note—there is also a Brain Health 301 course as part of HFCUniverse. While this course is not required to participate in the PSA event, it provides excellent information for both HOSA competitors and advisors. If students have already completed the courses, they may submit their existing certificates of completion.
3. Resources from Hilarity for Charity:
  - <https://www.wearehfc.org>
  - <https://www.wearehfc.org/5-brain-health-habits>
  - <https://hfcuniverse.learnworlds.com>
4. Additional Helpful Resources:  
\*\*Please be sure to distinguish between Hilarity for Charity (HFC) and other organizations. While you are encouraged to use a variety of resources, each organization has its own mission, programs, and branding, and should be credited accurately.
  - [Decade of Healthy Aging](#) - WHO
  - <https://www.alzheimers.gov/life-with-dementia/can-i-prevent-dementia>
  - <https://www.nhs.uk/conditions/dementia/about-dementia/prevention/>
  - <https://www.hopkinsmedicine.org/health/conditions-and-diseases/dementia/dementia-prevention-reduce-your-risk>
  - <https://stanfordhealthcare.org/medical-conditions/brain-and-nerves/dementia/prevention.html>
  - [Reducing Risks for Dementia](#) - CDC
  - <https://www.brightfocus.org/alzheimers/brain-health>
  - <https://thebraindocs.com/>
  - <https://stayingsharp.aarp.org/about/brain-health/the-science/>
  - <https://www.aarp.org/health/brain-health/global-council-on-brain-health/>
  - <https://healthybrains.org/>
  - [Early Life Risk Factors](#) - Alzheimer's Association
  - [Alzheimer's Modifiable Risk Factors](#) - Sharp Brains
5. Additional Optional Opportunities:
  - A. HOSA members may be interested in starting a YMAA Chapter (Youth Movement Against Alzheimer's) as part of Hilarity for Charity programming. More information can be found at: <https://www.wearehfc.org/ymaa>
  - B. Hilarity for Charity also has an incredible scholarship opportunity called the [Humans of Dementia Scholarship](#). This scholarship is open to high school and college scholars who have been impacted in some way by Alzheimer's disease. This scholarship focuses on storytelling as a tool to drive awareness and inspire change about Alzheimer's. For more information on how to apply, click [HERE](#).

### The PSA - Pre-judged Digitally

6. The PSA must be a video. The team is responsible for ensuring that the PSA is of broadcast quality and can be viewed by judges in pre-judging via a hyperlink.
  - A. The team will select a genre (comedy, drama, documentary, musical video, etc.) and target audience that they believe will best complement their PSA in promoting the annual topic.
  - B. Tone: While brain health is a serious issue, powerful PSAs don't have to be heavy or fear-based to be effective. In fact, audiences often connect more deeply with messages that are welcoming,

hopeful, or even humorous. Hilarity for Charity (HFC) believes in using light, levity, and irreverence to inspire action and engage new audiences - especially young people - in conversations that matter. We encourage you to bring creativity, optimism, and authenticity to your PSA, using humor thoughtfully where appropriate. Your message can be serious and uplifting, don't be afraid to bring light to brain health!

- C. Length: The PSA can be 30 seconds at maximum. Running times will be considered from the first fade / visual / sound to the last.
- D. Title and Credits: The beginning of the PSA may include a title, and the end may include credits for the team members or the HOSA chapter. Teams may use creativity when adding the title and credits to the PSA. The title and credits will be counted in the 30-second time limit.

7. The PSA must be "show ready," which may include a black lead at the beginning and end of each PSA. The pure black lead and end are optional and do not count as part of the 30-second length of the PSA.

8. The PSA must be original, with the teams drawing upon artistic, musical, written, and technical skills to create an original video production. The team may receive instruction in filming and editing from an outside source, however, team members must accomplish all production steps for the actual filming and editing. This does NOT include the actors. Actors may or may not be members of the team. [Refer to GRRs](#). Actors are not required - creating digital animation and/or cartoons in the PSA is also acceptable.

9. **USE OF AI:**

- A. You may use AI tools to support your creative process, such as brainstorming ideas, generating questions, or exploring ways to expand or focus your concept. However:
  - a. Do not rely on AI to write your script. The message and words should come from your team.
  - b. Do not use AI-generated statistics or data without verifying and citing credible sources.
- B. Think of AI as a tool to deepen your thinking, not a shortcut. Your PSA should reflect your team's originality, creativity, and critical thinking, not something pre-packaged or formulaic. [See GRRs](#).

10. **Audience:**

- A. Your PSA should be tailored to a specific target audience. For example: students, senior citizens, healthcare professionals, or parents. Think carefully about your message: who most needs to hear it, and what would speak to them?
- B. Once you've defined your audience and your goal, make sure your PSA reaches that audience directly. A PSA made for teens might be best shown at schools or on platforms they use; one for older adults might belong at community centers, libraries, or during local broadcasts.
- C. As part of measuring impact, try to collect and reflect on who actually saw your PSA. This could include basic demographic information such as:
  - Age
  - Affiliation (e.g., students, parents, staff, patients)
  - Gender, cultural, racial identity (if relevant to your message)
- D. Even simple surveys, comment cards, or informal counts can help you understand if your message reached the right people and what to improve next time.

11. **Airing & Measuring the PSA's Impact:**

- A. Your PSA must be shown to a real audience (at your school, in the community, on local TV, and/or online). Be creative! In addition to social media, consider airing your PSA at school events, during class, on school announcement systems, at community centers, or anywhere your message could make a difference.
- B. You must submit an Air Date Form with:
  - The date(s) and location(s) your PSA aired
  - An official signature from a school or community leader confirming it was shown
  - An estimated number of people reached
- C. To measure your PSA's impact, collect both **quantitative and qualitative** data. This could include:
  - Number of views, likes, comments, or shares (if online)
  - Audience size at a live screening (e.g., number of students in an assembly)
  - Short surveys or feedback forms (even a few questions helps!)
  - Quotes, comments, or reactions from viewers

- D. Use this information to reflect on who saw your PSA, what they took away from it, and how it made an impact.

12. COPYRIGHT:

- A. If any music or copyright-protected logos or material (including trademarked products) are used in the PSA, the team and the chapter advisor are responsible for obtaining all necessary releases and meeting all legal requirements. Written permission is required to use copyright-protected material in the PSA. A Copyright Form and Air Date Form must be uploaded with the PSA to the HOSA Digital Upload System.
- B. Regarding Hilarity for Charity (HFC): You do not need to request written permission to use HFC-owned materials (such as logos, videos, or graphics) in your PSA. However, you must credit Hilarity for Charity clearly and appropriately in your video, such as in the end credits or a visible on-screen acknowledgment. When in doubt, ask your local advisor or consult the HOSA guidelines for more information about fair use and proper attribution.

### REQUIRED Digital Uploads

13. ONE member of the team **MUST** upload one combined PDF file containing the following items to the HOSA Digital Upload System by May 15:

- A. **Reference Page(s):** List the literature cited to give guidance to the PSA. American Psychological Association (APA) is the preferred resource in Health Sciences. *Points will be awarded for compiling a clean, legible reference page, but the formatting of the reference page is not judged.*
- B. **Copyright Form**
- C. **Airdate Form**
- D. **HFC Universe Certificates:** Brain Health 101 and Brain Health 201 course completion certificates for all team members
- E. **Link** to the PSA 30-second video (Teams should ensure the link is set to public for any permissions required to view it. Judges are unable to score links that do not open)
  - i. Items #13A-D will be uploaded as one combined PDF file. The link to the PSA will be uploaded as a separate hyperlink.

**May 15** at midnight EST is the **final deadline**, and there will be **NO EXCEPTIONS** to receipt of the required materials after the deadline.

14. Detailed instructions for uploading materials can be found at:  
<https://hosa.org/competitive-event-digital-uploads/>

15. State Leadership Conference (SLC) vs. HOSA's International Leadership Conference (ILC)

- A. **State Leadership Conferences.** The competitor must check with their Local Advisor for all state-level processes used for competition, as digital uploads may or may not be required.
- B. **International Leadership Conference.**
  - i. If a competitor uses the HOSA Digital Upload System as a requirement at the SLC, the competitor **MUST upload an ADDITIONAL time for ILC by May 15.**
  - ii. If the HOSA Digital Upload System is NOT used at the competitor's SLC, it is still the competitor's responsibility to upload the product for HOSA's ILC no later than May 15. Not using the HOSA Digital Upload System at a competitor's State Leadership Conference is not an exception to the rule.

16. The FINAL ILC digital upload deadline is May 15. We STRONGLY suggest not waiting until the last minute to upload online to avoid user challenges with the system.

17. For ILC, the digital materials uploaded by May 15 will be PRE-JUDGED. Competitors who do not upload materials are NOT eligible for the presentation portion of the competition and **will NOT be given a competition appointment time at ILC.** All digital content uploaded as of May 15 is what will be used for pre-judging at ILC.

### The Competitive Process - Presentation

18. Teams will bring their own personal electronic device (laptop computer, tablet, or portable DVD player) operating on battery power to show the PSA. The PSA should be clearly visible to judges sitting up to 5

feet away from the screen. (HOSA will NOT provide a TV, DVD player, electrical power, wi-fi, AV, screen, or connecting cables.) Teams need to bring their own copy of the PSA, loaded on their computer, in addition to uploading it to the HOSA Digital Upload System.

19. Teams will be ready with their PSA at their appointed time.
20. Team members will operate the equipment they brought to show the PSA to judges. Judges and team members will watch the PSA. **Important note:** the PSA uploaded to the HOSA Digital Upload System is the version that will be SCORED during pre-judging. The PSA shown by the team to judges at ILC is only used to help give judges context for the team's presentation. Teams should not change their PSA between the May 15 upload deadline and the ILC. See the rating sheet for details of the items scored in pre-judging vs. the presentation.
21. After the PSA has been viewed, teams will be given four (4) minutes to describe their creative process, outlining key areas as described on the event rating sheet below. A timecard will be shown when one (1) minute remains. Teams will be stopped after four (4) minutes.
22. Use of index card notes during the presentation is permitted. Electronic notecards (on a tablet, smartphone, laptop, etc...) are permitted, but may not be shown to judges. Only the team's PSA may be shown to the judges during the presentation. Please refer to [GRRs](#).
23. Props or costumes may not be used.

#### **Final Scoring**

24. Scores from pre-judged PSAs will be added to the presentation score to determine the final results.
25. In the event of a tie, a tiebreaker will be determined by the areas on the rating sheet section(s) with the highest point value in descending order.

#### **Future Opportunities**

Graduating from high school or completing your postsecondary/collegiate program does not mean your HOSA journey has to end. As a HOSA member, you are eligible to become a HOSA Lifetime Alumni Member - a free and valuable opportunity to remain connected, give back, and help to shape the future of the organization. Learn more and sign up at [hosa.org/alumni](http://hosa.org/alumni).

# HOSA PUBLIC SERVICE ANNOUNCEMENT

## AIR DATE FORM

Please complete this form and upload to the HOSA Digital Upload System. Duplicate this form if space for additional air dates is needed.

**PSA Title** \_\_\_\_\_

**School** \_\_\_\_\_

**Link to video, type url:**  
\_\_\_\_\_

**Team Member Last Names (type):** \_\_\_\_\_  
\_\_\_\_\_

**Air Date and Time** \_\_\_\_\_

**Location** \_\_\_\_\_

**Estimated Number of People Reached by PSA:** \_\_\_\_\_

**Comments:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
**Signature** \_\_\_\_\_, Organization/Station Representative, School Admin, etc.

\_\_\_\_\_  
**Name (Printed)** \_\_\_\_\_

\_\_\_\_\_  
**Title** \_\_\_\_\_

**Air Date and Time** \_\_\_\_\_

**Location** \_\_\_\_\_

**Estimated Number of People Reached by PSA:** \_\_\_\_\_

**Comments:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
**Signature** \_\_\_\_\_, Organization/Station Representative, School Admin, etc.

\_\_\_\_\_  
**Name (Printed)** \_\_\_\_\_

\_\_\_\_\_  
**Title** \_\_\_\_\_

# HOSA PUBLIC SERVICE ANNOUNCEMENT

## COPYRIGHT FORM

Please complete this form and upload to the HOSA Digital Upload System. Type clearly.

**Video Title** \_\_\_\_\_

**School** \_\_\_\_\_

**Legibly Print or Type Names of Team Members and Date** \_\_\_\_\_:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### **Copyright**

The use of recorded music in a video is not covered by the Fair Practice Act or any educational exemption. Teams should purchase royalty-free music if they use recorded music in their video.

Royalty-free music is usually stock, instrumental music purchased for a single fee, with no subsequent royalties. There are a number of websites that sell royalty-free music and sound effects. A school media center or TV production class may have royalty-free music that you can use, or you may be able to work with a local TV/radio station or video production company to purchase royalty-free music.

Conduct an Internet search using the keyword "Royalty Free Music" or visit a site like <https://www.royaltyfree-music.com/>.

Permission is not required if a brief portion of copyrighted material is viewed incidentally (i.e. during the panning of a crowd, someone is seen holding "People" magazine. If the camera were to zoom in on this person to emphasize the magazine, it is no longer considered incidental, and permission must be sought). Symbols, logos, characters, etc., that are trademarked must have a letter of permission to use (unless they are "incidental").

Permission is granted for HOSA chapters to use the HOSA emblem and logo in the video.

***HOSA chapters are required to act responsibly and follow all applicable copyright laws in the production of a HOSA-Future Health Professional's PSA.***

Did this video include the use of any copyright-protected music, logos, images, characters or symbols?

YES  
 NO

If YES, please explain and attach permission forms, copy of royalty-free music source, etc....

# PUBLIC SERVICE ANNOUNCEMENT- Pre-judging PSA Video

Competitor # \_\_\_\_\_ Judge's Signature \_\_\_\_\_  
 Team # \_\_\_\_\_ Division: SS \_\_\_\_\_ PS/C \_\_\_\_\_

1. One PDF file with Reference Page, Airdate Form, Copyright Form, and ALL Brain Health Certificates Uploaded Online\*: YES \_\_\_\_\_ NO \_\_\_\_\_  
 2. Link to the PSA 30-second video: YES \_\_\_\_\_ NO \_\_\_\_\_

For ILC, the digital materials uploaded by May 15 will be PRE-JUDGED. Competitors who do not upload materials are NOT eligible for competition and **will NOT be given a competition appointment time at ILC**. All digital content uploaded as of May 15 is what will be used for pre-judging at ILC.

A. PSA Overview	Excellent 5 points	Good 4 points	Average 3 points	Fair 2 points	Poor 0 points	JUDGE SCORE
1. Length	PSA is no longer than 30 seconds (not counting optional pure black lead in beginning and end of PSA).	N/A	N/A	N/A	PSA is longer than 30 seconds OR not submitted.	
2. Air Date Form	Air Date Form is submitted.	N/A	N/A	N/A	Air Date Form is not submitted.	
3. Copyright Form	Copyright Form is submitted.	N/A	N/A	N/A	Copyright form not submitted.	
4. Reference Page	Reference page is submitted.	N/A	N/A	N/A	Reference page not submitted.	
5. Brain Health Certificates for all team members	All Certificates are submitted	N/A	N/A	N/A	Certificates are incomplete or not submitted	
B. PSA TECHNICAL QUALITY	Excellent 10 points	Good 8 points	Average 6 points	Fair 4 points	Poor 0 points	JUDGE SCORE
1. Exposure/Focus/ Color	Quality of exposure was excellent; the images are sharp, in focus and the lighting is highly effective to accurately tell the story.	The quality of the exposure/focus was good, although a few shots were blurry or did not come across clearly.	The quality of the exposure was average, the lighting was good and most of the images came across clearly.	The quality of the exposure was basic, several images were blurry, or lighting was either too bright or too dark.	PSA not submitted OR The quality of the exposure is poor. The PSA is often out of focus or the lighting makes the images hard to see.	
2. Audio	Effective & balanced approach to sound throughout the PSA. Excellent judgment and appropriate use of silence and music / audio to capture the message of the PSA.	The audio balance between background music and speaking parts was effective. Good judgment and appropriate use of silence and music / audio to capture the message of the PSA.	Average use of background music, silence and speaking parts were used to shape the message of the PSA. The audio didn't stand out one way or another or impact the overall message.	Audio levels were too loud or too soft, or picked up a great deal of background noise which made it difficult for the viewer to hear.	PSA not submitted OR The PSA included too much background noise and the message is not able to be understood due to poor quality of the audio.	
3. Editing / clean transitions / synchronization***	Excellent use of video effects; editing and transitions are clear and there is high quality synchronization between the sound and video content.	Editing between scenes is strong, good transitions from scene to scene.	The editing and transitions between slides is average.	The editing was clunky. Inappropriate transitions between scenes.	PSA not submitted OR The scenes have too much movement causing distraction from the message. The editing and transitions between scenes is poor.	

B. PSA TECHNICAL QUALITY	Excellent 10 points	Good 8 points	Average 6 points	Fair 4 points	Poor 0 points	JUDGE SCORE
4. Camera Technique / Composition	Excellent use of capturing the composition of movement and angles to make the story come to life. Advanced ability & unique perspective to allow the film to tell the story.	Camera technique is good and the composition of scenes tell a story. Angles and movement could be captured in a way to make the story come to life better.	The camera technique is of average skill and the composition does not stand out to the viewer.	Some evidence of thoughtful camera technique but captured intermittently throughout the PSA. Most scenes were filmed at a basic level.	PSA not submitted OR The camera technique was basic, front facing shots with no evidence of intentional composition of the angles of the camera technique.	
C. PSA CONTENT	Excellent 10 points	Good 8 points	Average 6 points	Fair 4 points	Poor 0 points	JUDGE SCORE
1. Effectiveness	The message of the PSA did an extraordinary job at captivating the attention of the audience and activating a clear message that evokes emotion. It translates an important message. PSA aligns to annual topic.	The message of the PSA did a good job capturing the attention of the audience. The message stood out and evoked emotion. The PSA was interesting and thoughtful. PSA aligns to annual topic.	The message and content captured the attention of the audience. More could have been done to evoke emotion and share the content theme. PSA aligns to annual topic.	The effectiveness of the message needed more attention to detail. The PSA could have done a better job at connecting to the audience and delivering the overall message. PSA may not have aligned to the annual topic.	PSA not submitted OR The message of the PSA was not effective. It did not capture the attention of the audience or deliver a critical message. The content did not evoke emotion or relay important information. PSA did NOT align to annual topic.	
2. Impact	The message is highly impactful for the target market and encourages a "call to action" in a positive manner. PSA aligns to annual topic.	The message is good but could have a more specific impact to the target market and could inspire behavior change slightly more effectively.	The message of the PSA was educational but did not impact the audience to action.	The impact of the message was not communicated clearly. The PSA did not inspire the audience to action.	PSA not submitted OR The PSA was not impactful and did not encourage positive behavior or elicit any emotion by the viewer.	
3. Creativity and Originality	The PSA is extremely creative, clever and original. Excellent! PSA aligns to annual topic.	The PSA is good. Creative messaging and original content were displayed.	The PSA provided an average amount of creativity and originality.	The creativity in the PSA was basic. Little originality was included.	PSA not submitted OR No original thoughts or creative concepts were used in this PSA	
4. PSA leaves judges wanting to know more	When are you filming your next PSA? The judge is waiting on the edge of their seat to see your next work! PSA aligns to annual topic.	Great job! The judge wants to watch your next PSA.	Judge liked this PSA but may or may not be interested in seeing more.	This PSA was okay, but judge probably won't go looking for any more.	PSA not submitted OR Judge has seen enough.	
C. PSA CONTENT	Excellent 5 points	Good 4 points	Average 3 points	Fair 2 points	Poor 0 points	JUDGE SCORE
5. Realistic visual imagery provided	Visual imagery was believable and realistic, and enhanced the message being portrayed. PSA aligns to annual topic.	Most of the imagery was realistic and believable.	An average amount of realistic imagery was provided.	A fair amount of realistic visual imagery was provided.	PSA not submitted OR The visual imagery was not realistic.	
6. Writing	The word choices and placement on screen were of high quality and enhanced the message. No spelling/ grammatical errors. PSA aligns to annual topic.	The PSA did a good job highlighting the written words to emphasize the message. Few, if any, spelling/ grammatical errors.	The words written in the PSA were mostly clear (small lettering, too many words, text hard to read, etc). More accuracy would have enhanced the message.	The writing displayed in the PSA was of fair quality. More focus and accuracy needed. Spelling/ grammatical errors were distracting.	PSA not submitted OR The PSA writing was not appropriate or accurate in the project delivery.	
<b>Subtotal Points for Pre-Judging PSA Video (115):</b>						

# PUBLIC SERVICE ANNOUNCEMENT- Presentation

Competitor # \_\_\_\_\_ Judge's Signature \_\_\_\_\_  
 Team # \_\_\_\_\_ Division: SS \_\_\_\_\_ PS/C \_\_\_\_\_

D. PRESENTATION CONTENT	Excellent 5 points	Good 4 points	Average 3 points	Fair 2 points	Poor 0 points	JUDGE SCORE
1. Began presentation with PSA video.	Presentation began with the team showing PSA to judges	N/A	N/A	N/A	Presentation DID NOT begin with the team showing PSA to judges	
D. PRESENTATION CONTENT	Excellent 15 points	Good 12 points	Average 9 points	Fair 6 points	Poor 0 points	JUDGE SCORE
2. Creative process	Exceptional description of the team's creative process outlining how they came up with their idea and how they developed the PSA.	Above average description of the team's creative process outlining how they came up with their idea and how they developed the PSA.	The description of the creation of the PSA was moderate and somewhat described the creative process.	The description of the creation of the PSA was only fairly effective and only briefly described the creative process.	The team was unable to effectively describe their journey of creating the PSA.	
3. Public use of the PSA	The team incorporated a thoughtful implementation strategy to showcase their PSA to a public audience. The team is able to describe their process to make this happen and the impact/response of the audience reaction.	The PSA was disseminated to a public audience and the team was able to share the impact of the public viewing.	The team adequately described the process of how the public viewed their work.	The team did not think through how they would launch their PSA to a public audience. The public use came across to the judges as an after-thought.	No mention of the public use of PSA was offered during the presentation.	
4. Public Response	Excellent description on how the PSA will change the public's opinion, action, or feelings on the topic. A strong emotional connection was present.	The competitors did a good job describing how the PSA will change the public's opinion, actions, or feelings. An emotional connection was attempted.	The team made a good attempt at describing how the PSA will change the public's opinion, actions or feelings, but fell short.	Team members vaguely described how the PSA will change the public's opinion, actions and feelings.	No mention of how the PSA will change the opinion of the public's thoughts, actions or opinions.	
5. Understanding of the subject/theme and purpose of the PSA.	It is evident that this team has a clear understanding of the subject/theme and purpose of the PSA. Excellent Presentation. The information provided in the presentation was accurate.	Through most of the presentation, the team was able to demonstrate the purpose of the PSA. Good presentation. The information provided in the presentation was accurate.	Occasionally the team members were able to demonstrate a clear understanding of the subject, theme and purpose of the PSA. There were some concerns about the accuracy of information regarding the subject.	The team did not demonstrate a clear understanding of the subject, theme and purpose of the PSA. More attention to detail is needed. There were significant	No mention of the purpose of PSA, Team members appeared unclear as to subject/theme and purpose of PSA.	
E. PRESENTATION DELIVERY	Excellent 5 points	Good 4 points	Average 3 points	Fair 2 points	Poor 0 points	JUDGE SCORE
1. Voice Pitch, tempo, volume, quality	The team's voice was loud enough to hear. The competitors varied rate & volume to enhance the speech. Appropriate pausing was employed.	The team spoke loudly and clearly enough to be understood. The competitors varied rate OR volume to enhance the speech. Pauses were attempted.	The team could be heard most of the time. The competitors attempted to use some variety in vocal quality, but not always successfully.	The team's voice is low. Judges have difficulty hearing the presentation.	Judge had difficulty hearing and/or understanding much of the speech due to low volume. Little variety in rate or volume.	

E. PRESENTATION DELIVERY	Excellent 5 points	Good 4 points	Average 3 points	Fair 2 points	Poor 0 points	JUDGE SCORE
<b>2. Stage Presence</b> Poise, posture, eye contact, and enthusiasm	Movements & gestures were purposeful and enhanced the delivery of the speech and did not distract. Body language reflects comfort interacting with audience. Facial expressions and body language consistently generated a strong interest and enthusiasm for the topic. The team had most of their presentation memorized.	The team maintained adequate posture and non-distracting movement during the speech. Some gestures were used. Facial expressions and body language sometimes generated an interest and enthusiasm for the topic. Very little use of notes.	Stiff or unnatural use of nonverbal behaviors. Body language reflects some discomfort interacting with audience. Limited use of gestures to reinforce verbal message. Facial expressions and body language are used to try to generate enthusiasm but seem somewhat forced. Minimal use of notes	The team's posture, body language, and facial expressions indicated a lack of enthusiasm for the topic. Movements were distracting. Use of notes was distracting..	No attempt was made to use body movement or gestures to enhance the message. No interest or enthusiasm for the topic came through in presentation. Entirely dependent on notes for presentation.	
<b>3. Diction*, Pronunciation** &amp; Grammar</b>	Delivery emphasizes and enhances message. Clear enunciation and pronunciation. No vocal fillers (ex: "ahs," "uh/ums," or "you-knows"). Tone heightened interest and complemented the verbal message.	Delivery helps to enhance message. Clear enunciation and pronunciation. Minimal vocal fillers (ex: "ahs," "uh/ums," or "you-knows"). Tone complemented the verbal message	Delivery adequate. Enunciation and pronunciation suitable. Noticeable verbal fillers (ex: "ahs," "uh/ums," or "you-knows") present. Tone seemed inconsistent at times.	Delivery quality minimal. Regular verbal fillers (ex: "ahs," "uh/ums," or "you-knows") present. Delivery problems cause disruption to message.	Many distracting errors in pronunciation and/or articulation. Monotone or inappropriate variation of vocal characteristics. Inconsistent with verbal message.	
<b>4. Team Participation</b>	Excellent example of shared collaboration in the presentation of the project. Each team member spoke and carried equal parts of the project presentation.	All but one person on the team was actively engaged in the project presentation.	The team worked together relatively well. Some of the team members had little participation.	The team did not work effectively together.	One team member dominated the project presentation.	
<b>Subtotal Points for Presentation (85):</b>						
<b>Total Points (Pre-judged Video &amp; Presentation) (200):</b>						

\* Definition of Diction – Choice of words, especially with regard to correctness, clearness, and effectiveness.

\*\* Definition of Pronunciation – Act or manner of uttering officially.

\*\*\*Synchronization- the operation or activity of two or more things simultaneously or at a rate