



## NUTRITION & PHYSICAL ACTIVITY PSA

**90 seconds maximum**



### Scoring Guide

A 90-second PSA is intended for web delivery, public service television spots and lectures at local, state and national events. Create a PSA addressing the importance of nutrition education, access to healthy foods/beverages and/or physical activity opportunities in your community. Ads should identify solutions for a healthy community. Films in this category should serve to educate audiences about the benefits of healthy lifestyle choices.

POINTS POSSIBLE	CRITERIA
25	The video creates an appropriate atmosphere or tone consistent with the message or purpose of the song
25	The video is original and NOT a recreation of the song's official music video
25	The video is creative and keeps the viewer engaged
25	The music, lyrics, and video have appropriate content
25	Good quality SOUND that pushes story forward with crisp sync sound
35	Postproduction EDITING shows attention to detail: Includes: Shots Flow, Audio levels are even, Story is developed through the cuts
35	Good quality VISUALS that enhance the story. Includes: Strong Lighting, Nicely Composed Shots, sharply focused subjects, Steady Camera Operation