



Tulare County
Office of Education

Tim A. Hire, County Superintendent of Schools

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 |