

GENERAL PUBLIC SERVICE ANNOUNCEMENT (PSA)

A public service announcement aims to benefit the general public, to improve the society we live in and frame the best hope for our lives today and our children's lives tomorrow. Produce a film drawing attention to an important LOCAL issue. The film should address the general public and clearly answer two very important questions:

1. Why should I care about this issue?
2. What action would you have me do to support this issue?

Maximum Length: 90-seconds

Key Criteria Elements Covered:

- Strong local issue perspective.
- Clear messaging, tone, and character/subject definition.
- Technical quality (lighting, mic audio, steady shots).

Category: General Public Service Announcement (PSA) (Max 100 Points)

Length: 90 Seconds Max | **Focus:** Community issue awareness, target action response, strong visual hook, strict school safety/copyright compliance.

Criteria	Points	Scoring Focus & Key Indicators
Core Message & Call to Action	0 – 25	• Answers the two critical PSA questions: <i>Why care?</i> and <i>What action should be taken?</i> • Clear, persuasive narrative focusing on a local or youth-relevant issue. • Message is memorable, informative, and impactful without feeling preachy.
Pacing & Concept Framing	0 – 20	• Grabs viewer attention within the first 5–10 seconds. • Efficiently utilizes the 90-second limit; story feels tight and well-structured. • Visuals, voiceover, or text work cohesively to drive the core thesis.
Cinematography & Visual Production	0 – 20	• High-quality shot composition, exposure, focus, and camera stability. • Creative visual metaphors or realistic scene staging. • Good use of lighting to establish tone or highlight featured subjects.
Audio Clarity & Mix	0 – 20	• Clean, intelligible dialogue, voiceovers, or interview clips.

Criteria	Points	Scoring Focus & Key Indicators
		• Sound effects and music tracks enhance the emotional message. • Balanced audio leveling with zero distracting background noise.
Policy Compliance & Tone	0 – 15	• Appropriate for all ages (strict zero-tolerance for real/toy weapons, drugs, profanity). • Fully compliant with fair use and copyright guidelines for audio/media. • Includes appropriate end-screen resource links, hotline info, or organization credits.