

Public Service Announcement Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Topic fully and properly researched and demonstrated in video	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent on video	Demonstrates understanding of the topic through video	Demonstrates expertise and research of the topic through video	
	0	1-7	8-14	15-20	
Include elements that are related to the topic and directed towards a specific audience	Elements are not related towards the topic or a specific audience	Elements are related to the topic OR directed towards a specific audience	Elements are related to the topic AND directed towards a specific audience	Elements are creative enhancing the message resulting in audience participation	
	0	1-7	8-14	15-20	
Video informs and/or evokes a change in attitude towards the issue	Video does not convey an effective message	Video is informing or evoking a changed attitude towards the issue but not both	Video is informing and evoking a changed attitude towards the issue	Video is shown informing and/or evoking a changed attitude towards the issue and calls for action from the audience	
	0	1-7	8-14	15-20	
Presentation has logical flow of information	Flow of video does not seem logical	Flow does not connect each element of the video	Flow is logical and appears sequenced with beginning, middle, and end	Presentation is logical and includes a call to action at the end	
	0	1-3	4-7	8-10	
Copyright information is noted and documented	Copyright information not addressed or addressed incorrectly		Substantiated compliance to copyright regulations using visual representation		
	0		10		

Delivery Skills

Quality of editing and transition	There are no transitions or evidence of video editing incorporated	Transitions exist but are rough and do not flow easily	Transitions flow seamlessly and serves as a logical component of the video	Multiple types of transitions are used and all flow seamlessly	
	0	1-2	3-4	5	
Audio and Video Quality	No use or implementation of audio or video	Audio editing OR proper OR video uses 1 camera angle or not in focus and poor sound quality	Audio editing has appropriate volume and quality AND video technology uses multiple angles, steady, and focused	Expert use of audio and video techniques, equipment, and software	
	0	1-3	4-7	8-10	
Script matches the video	Script does not match what is in the video.		Script matches what is in the video.		
	0		5		
Performance Subtotal (100 max)					

Penalty Points (Mark all that apply)

Event Guidelines not followed	-5	Total Penalty	_
		Grand Total	

Names _____

School: _____

Judge's Signature: _____

Date _____

Judge's Comments: _____
