Public Service Announcement

Event Category: Teamwork

Eligible Divisions: Secondary & Postsecondary/ Collegiate	**Round One:** PSA video pre-judged	**Digital Upload:** YES, PSA video **Deadline: 11:59pm EST February 15th**
Team Event: 2-6 competitors per team	**Round Two:** Presentation (5 minutes)	**Presentation Materials:** Electronic, battery powered device for showing PSA video to judges. Notecards (optional).

This event requires a Project Display Time at SLC.
See SLC Conference Agenda after March 1st for specific display time.

Event Summary

Public Service Announcement (PSA) 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 two rounds, 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.

2026-2027 Event Topic:

Maintain My Brain: Practicing the Pillars of Brain Health

Your task is to create a PSA that educates the public about the importance of maintaining brain health to protect against cognitive decline. Your project should inspire and empower others to adopt healthy habits by highlighting the Pillars of Brain Health and their role in Alzheimer's prevention, showing practical ways to incorporate them into everyday life.

The goal is to create a memorable PSA campaign that helps others understand that maintaining brain health across the lifespan helps protect against Alzheimer's and other related dementias. By practicing the pillars of brain health every day, we can support memory, learning, emotional well-being, and overall quality of life.

Key Issues to Address:

- Explain why brain health matters
- Feature at least four Pillars of Brain Health
- Encourage your audience to take simple, positive actions to maintain a healthy brain

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.

General Event Information

General Rules	Competitors must be familiar with and adhere to the General Rules and Regulations.
Dress Code	Official HOSA Uniform or HOSA Business Dress.

The expectation is that competitors read and are aware of all the content within these guidelines and associated links. Successful competitors will study all links for the detailed information.

Competitors Must Provide	● Photo ID for all team members ● ONE team member uploads the required documents (see specifics below) to the HOSA Digital Upload System by 11:59pm EST on February 15th for SLC competition ● Personal electronic device on battery power for showing the PSA video to judges ● Index cards or electronic notecards (optional) ○ NOTE: if using electronic notecards, the device must be different than the device used to show the PSA video to judges HOSA Conference Staff will provide equipment and supplies listed in Appendix I.
Official References	**Resources from Hilarity for Charity:** ● https://www.wearehfc.org ● https://www.wearehfc.org/5-brain-health-habits ● https://hfcuniverse.learnworlds.com **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 **Additional Optional Opportunities:** ● 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 ● HOSA members may also be interested in becoming a certified brain health leader through HFC's peer education training program. More information can be found at: https://wearehfc.org/youth/#become-a-brain-health-leader ● 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.

ROUND ONE- Digital PSA Video (Pre-judged virtually)

PSA Video Details	1. 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 <u>will</u> be counted in the 30-second time limit. 2. 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 <u>not</u> count as part of the 30-second length of the PSA. 3. 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. Actors are not required - creating digital animation and/or cartoons in the PSA is also acceptable.
Use of AI	1. 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. 2. 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.
Audience	1. 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? 2. 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. 3. As part of measuring impact, try to collect and reflect on who actually saw your PSA. This could include basic demographic information such as: a. Age b. Affiliation (i.e., students, parents, staff, patients) c. Gender, cultural, racial identity (if relevant to your message)

	4. 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.
Airing & Measuring the PSA's Impact	1. 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. 2. You must submit an Air Date Form with: a. The date(s) and location(s) your PSA aired b. An official signature from a school or community leader confirming it was shown c. An estimated number of people reached 3. To measure your PSA's impact, collect both **quantitative and qualitative** data. This could include: a. Number of views, likes, comments, or shares (if online) b. Audience size at a live screening (e.g., number of students in an assembly) c. Short surveys or feedback forms (even a few questions helps!) d. Quotes, testimonials, comments, or reactions from viewers 4. Use this information to reflect on who saw your PSA, what they took away from it, and how it made an impact.
Copyright	1. If <u>any</u> 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. 2. 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 Upload	1. ONE member of the team **MUST** upload **ONE COMBINED PDF FILE** containing the following item(s) to the Digital Upload System by February 15 for SLC. ● **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.* ● **Copyright Form** ● **Airdate Form** ● **HFC Universe Certificates:** Brain Health 101 and Brain Health 201 course completion certificates for all team members ● **Link** to the PSA 30-second video. Teams should ensure the link is set to public for any permissions required to view it. Judges will NOT request access or permission to view any photos not already set for public viewing, and will be unable to score links that do not open. **If the upload is not submitted as a single PDF document, the judge will NOT view it and NO points will be awarded. In addition, any links or documents that are not accessible to the judge for viewing, no points will be awarded.** 2. All items above will be uploaded as one combined PDF file. The link to the PSA will be uploaded as a separate hyperlink.

	3. **11:59pm EST on February 15th** is the final deadline, and there will be **NO EXCEPTIONS.** We STRONGLY suggest not waiting until the last minute to upload online to avoid user challenges with the system. 4. Detailed instructions for uploading materials can be found at: https://hosa.org/competitive-event-digital-uploads/ 5. For SLC, the digital materials uploaded by 11:59pm on February 15 will be PRE-JUDGED. Competitors who do not upload materials are NOT eligible for the presentation portion of competition and **will NOT be given a competition appointment time at SLC**. All digital content uploaded as of February 15 is what will be used for pre-judging at SLC.

Required Project Display Time at SLC

1. All teams are **required** to attend the **HOSA Project Display Time** for this event, as scheduled per the conference program. Failure to attend the Project Display Time will result in a 100-point deduction from Round Two.
2. Teams will bring a laptop, iPad, or other personal electronic device to showcase their Round One video during the display time.
3. All teams will have **fifteen (15) minutes** to set up their personal electronic device before the display time begins. Only registered competitors will be allowed to set up during this time.
4. Teams will NOT have access to electricity. Internet connection is NOT provided but is allowed during display time if the team provides it themselves.

ROUND TWO- Presentation to Judges

1. The top teams from Round One will advance to Round Two. The number of advancing teams will be determined by the scores obtained in Round One and the space and time available for Round Two.
2. Round Two finalists will be posted on the conference app and HOSA SLC website.
3. 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.
4. After the PSA has been viewed, teams will be given five (5) 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 five (5) minutes.
5. 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. Props or costumes may not be used during the presentation. Please refer to GRRs.
6. During the five (5) minute prepared presentation, time cards will be shown with one (1) minute remaining, and time will be called at the end of the five (5) minutes.
7. All team members must take an active role in the presentation.

Final Scoring

1. Scores from pre-judged PSAs will be added to the presentation score to determine the final results.

2. 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.

International Leadership Conference (ILC) qualifiers

Go to https://hosa.org/guidelines/ for specifics about this competitive event at ILC.

June 22-25, 2027, Pennsylvania Convention Center in Philadelphia, Pennsylvania

High School/Post-Secondary/Collegiate Seniors

Don't wait until you graduate to join the HOSA alumni network! 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.

SC HOSA Scholarship

Application: https://www.schosa.org/students/scholarships/
Application Window Opens: December 1, 2026
Application Deadline: February 1, 2027

National HOSA Scholarship

Scholarship program has funding available for HOSA members who have an interest in various health careers! The application process begins January 1, 2027, and can be found here: https://hosa.org/scholarships/.
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.

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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:**	**Team Member Last Names (type):** **1.** **2.** **3.** **4.** **5.** **6.**
Link to video (type url):	**Air Date & Time:**	

Location:	**Estimated # of people reached by PSA:**
Comments:	

_____, Organization/Station Representative, School Admin, etc.
Signature

_____ _____
Name (Printed) Title

Location:	**Estimated # of people reached by PSA:**
Comments:	

_____, Organization/Station Representative, School Admin, etc.
Signature

_____ _____
Name (Printed) Title

Location:	**Estimated # of people reached by PSA:**
Comments:	

_____, Organization/Station Representative, School Admin, etc.
Signature

_____ _____
Name (Printed) Title

Public Service Announcement

HOSA Copyright Form

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

PSA Title:	School:	Team Member Last Names (type): 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.…

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Round One PSA Video Rubric (Pre-judged virtually)

Team #:_____ **Division:** _____SS,_____PS/C **Judge's Signature:**_____

1. One PDF file with Reference Page, Airdate Form, Copyright Form, and ALL Brain Health Certificates Uploaded Online:*
YES _____ NO _____ **If the submission is NOT uploaded as a PDF file, judges will not score the submission.**
*2. Link to the PSA 30-second video: YES _____ NO _____***If the link is not public or does not open, judges will not score video.**

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 and appears to be filled out correctly.	N/A	N/A	N/A	Air Date Form is not submitted or does not appear to be filled out properly.	
3. Copyright Form	Copyright Form is submitted and appears to be filled out correctly.	N/A	N/A	N/A	Copyright Form is not submitted or does not appear to be filled out properly.	
4. Reference Page	Reference Page is submitted.	N/A	N/A	N/A	Reference Page is 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.	

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3. Editing: Clean transitions, Synchronization (operation or activity of two or more things simultaneously or at a rate)	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.	
					Subtotal Points for Pre-judging PSA Video (115):	

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Round Two Presentation Rubric

Team #:_____ **Division:** _____SS,_____PS/C **Judge's Signature:**_____

A. 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	The presentation began with the team showing PSA.	N/A	N/A	N/A	Presentation did NOT begin with the team showing PSA.	
A. 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.	

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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 errors in the accuracy of information.	No mention of the purpose of PSA, Team members appeared unclear as to subject/theme and purpose of PSA.	
B. 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.	
B. Presentation Delivery	**EXCELLENT 5 points**	**GOOD 4 points**	**AVERAGE 3 points**	**FAIR 2 points**	**POOR 0 points**	**JUDGE SCORE**
2. Stage Presence (Poise, posture, eye contact, enthusiasm)	Movements & gestures were purposeful & enhanced the delivery of the speech; did not distract. Body language reflects comfort w/ audience. Facial expressions & body language consistently generated a strong interest & 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 & body language are used 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.	
3. Diction, Pronunciation and Grammar **Diction:** choice of words, especially with regard to correctness, clearness, and effectiveness. **Pronunciation:** Act or manner of uttering officially.	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.	
4. Team Participation	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 team members spoke more than others.	The team did not work effectively together.	One team member dominated the project presentation.	
					Subtotal points for Presentation (85):	
					Total Points (pre-judged video & presentation) (200):	

The expectation is that competitors read and are aware of all the content within these guidelines and associated links. Successful competitors will study all links for the detailed information.