

PUBLIC SERVICE ANNOUNCEMENT CONTEST **RULES AND GUIDELINES**

District 1 - Promote 4-H – Public Service Announcement Contest

The contest is a District 1 contest ONLY.

The purpose of the contest is to give youth the opportunity to develop skills in producing Public Service Announcement (PSA).

The PSA will focus on educating audiences and recruiting membership in Texas 4-H.

The PSA must be suitable for radio or television and needs to create an interest in youth becoming members of 4-H.

Those entering the new contest: the entry deadline is April 7, 2016, and your CD or DVD must be in the District office by that date. Contestants will be recognized at the District 1 Roundup Awards Ceremony. Entrants in these PSA categories agree that the entry will become the property of District 1 4-H and may or may not be used as a 4-H PSA and sent to media outlets for the purpose of promoting 4-H.

PSA Suitable for Television Draft

1. Must be presented on a DVD.
2. May be an individual 4-Her or a team up to six 4-Hers.
3. Must include video for audience to see.
4. Should be action oriented.

PSA Suitable for Radio Draft

1. Audio Only.
2. May be individual 4-Her or a team of six (6) 4-Hers.
3. Must be submitted on CD or DVD.

District 1 4-H Public Service Announcement Contest Guidelines

The contest will have two (2) divisions:

- A) PSA suitable for radio.
- B) PSA suitable for television.

General Rules

1. Public Service Announcement will be 30 seconds in length.
2. Public Service Announcement will Promote 4-H and must be suitable for use anywhere in Texas.
3. Public Service Announcement will be submitted on a CD or DVD.
4. Public Service Announcement entered for District competition will become the property of District 1 4-H and may be sent to media outlets for the purpose of Promoting 4-H.
5. PSA's will be judged without the 4-H member or members present.
6. Promote 4-H PSA's award winners will be recognized at District 1 4-H Roundup.
7. PSA's can be an individual or team effort. Team members cannot exceed six (6) people.
8. All material must be the original work of the 4-H entrants. **Copyrighted material is not allowed and will be an automatic disqualification.**
9. PSA's must include where and how to get more information about 4-H in Texas.
10. All PSA entries will be delivered to the District 1 office by the entry deadline of April 7, 2016.
11. 4-Hers names and county should not be a part of the PSA.
12. There will be awards given for Jr & Sr Age Divisions (See Age Division Requirements Above) Teams can be mixed in age division but will compete in the category of the oldest participant.

PSA Score Sheet Draft

Radio or Television

20 Points	<p><u>INTRODUCTION</u></p> <p>Did introduction catch your attention? Was introduction the proper length? What was the excitement level of introduction?</p>	
20 Points	<p><u>BODY</u></p> <p>Main points clear and concise. Did PSA excite the audience? Is the amount of information given appropriate? Is it clear that 4-H is what is being promoted?</p>	
20 Points	<p><u>CONCLUSION</u></p> <p>Do you know where to get more information about how to become involved in 4-H? Was the conclusion appropriate for mass media?</p>	
30 Points	<p><u>GENERAL DELIVERY</u></p> <p>Pronunciation Voice Control Voice Inflections Sound Effects Loudness – Voice Level Automatic ½ point deduction for each second short or over 60 seconds.</p>	
10 Points	<p><u>TELEVISION PSA ONLY</u></p> <p>Video Quality Does video tell a story? Does video follow same theme as audio and add support or reinforce the audio?</p>	