

PUBLIC SERVICE BROADCAST ADVERTISING

PURPOSE:

To develop the student's ability to organize Public Service Information into an effective broadcast commercial and, to execute this commercial utilizing proper video techniques.

ENTRIES:

Three (3) per chapter.

SPECIFICATIONS:

1. The contestant is to prepare a one 30 second commercial.
2. Contestants will bring the completed video tape to the State Career Conference for review by the judges. The tape shall be carried to the interview directly, not registered prior to the scheduled interview time.
3. As delivery time is an important factor, points will be deducted for commercials which either run under or over the allotted time. It will be the responsibility of each contestant to time himself or herself.
4. As mentioned above in item two (2), an interview will be required for this contest. The interview questions will center around the rationale, production, and anticipated outcomes of the tape on the target audience.

2006-2007 MEDIUM:

Television (Video Tape) Ad

2006-2007 TOPIC:

Marty Lyons Foundation

PUBLIC SERVICE BROADCAST ADVERTISING

Competitive Event Rating Sheet

PENALTY INFORMATION:

Deduct two (2) points for each second under 55 seconds.

Deduct five (5) points for each second over 65 seconds.

Contestant is disqualified if under 40 seconds or over 80 seconds.

<u>Judging Area</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>	<u>Points</u>
1. Originality – 20 Points	0-5	6-10	11-15	16-20	_____
Copy Composition					
2. Organization of Presentation – 20 points	0-5	6-10	11-15	16-20	_____
3. Power of Advertisement – 20 points	0-5	6-10	11-15	16-20	_____
4. Execution - 20 points	0-5	6-10	11-15	16-20	_____
5. Interview – 20 points	0-5	6-10	11-15	16-20	_____
6. Time Penalty Record zero if none See point system at top of page	(-15)	(-10)	(-5)	(-0)	_____

Judge Initials

Total Score

NOTE:

In case of a tie, the contestant whose delivery time is closest to ONE (1) seconds will be judged the winner.

JUDGES ARE ENCOURAGED TO MAKE COMMENTS