

Midwest Media Educators Association High School Video Festival

Judge's Evaluation Sheet

Public Service Announcement: Entries that promote awareness of a social or civic issue, or an organization.
(Maximum length: 1 minute)

	Fair		Avg.		Good		Excel.		TOTAL
Story: The PSA creatively and clearly communicates a central message that highlights an important social, civic, or community issue or organization. Includes a clear and effective call to action or takeaway that encourages the audience to think, feel, or do something with relevant resources, contact info, or next steps (if appropriate).	12	16	20	24	28	32	36	40	
Sound: Audio is clear, properly balanced, and free of distractions. Music and sound effects (if used) support the tone and message.	1	2	3	4	6	9	12	15	
Camera: Camera work was excellent: showed diverse range of camera shots, compositions, angles, and movements. Footage demonstrated creativity and skill, as well as fluency with camera use.	1	2	3	4	6	9	12	15	
Lighting: Using available lighting effectively. Control of lighting elements is evident throughout. Conveys mood, adds emphasis to character development, and enhances the story.	3	4	5	6	7	8	9	10	
Editing: Editing was excellent: no errors, great pace, and all sequences flowed together well. Editing clearly communicates a story with visual fluency. Creative innovation is evident.	1	2	5	8	11	14	17	20	

Grand Total (100 possible points)	
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