



20th Annual Polk County Schools Video Awards



Judging Rubric for Category 2: Commercial/PSA

Videos entered in this category feature thirty- to sixty-second commercials broadcast over a school's closed-circuit television system. These commercials can promote any school activity, including sporting events, club functions, field days, yearbook purchases, media center use, fund raising, etc. Or, they may be public service announcements for worthwhile activities like donating blood, or volunteering for the Red Cross. Judging criteria are as follows:

Motivational Power (25 points)

Any elements which motivate viewers (especially students) to buy the product, perform the activity, come out to the event, contribute to the fund raiser, etc. The more judges are moved to positive action, the higher this score should be, although different people are motivated by different factors. For some, excitement does the trick, while for others a sense of duty or responsibility can be just as powerful a motivator. Still a third group participates because their peers are doing so in large numbers, while other motivational ploys target a search for good price bargains or the desire to be top dog in a contest.

Clarity of Sales Message (25 points)

Although some national commercials leave viewers scratching their heads about exactly what was being promoted or what they should do after having seen the commercial, our contest encourages schools to air commercials and PSAs with clear messages. Clarity is often achieved with simplicity because, after all, you have only 60 seconds to get your message out. Repeating your message usually reinforces it, as does the use of attention-getting graphics.

Creativity (25 points)

Americans see thousands of commercials each year so commercial producers are motivated to make ads which stand out from the mainstream. That's where creativity comes in. Sometimes being creative means taking an old idea or theme and giving it a new twist, a principle of both commercials and comedy Aristotle ruminated about 2,000 years ago. Many believe, however, that a higher form of creativity involves taking a brand new approach. Hard to explain but easy to recognize, creativity elicits viewer responses like "how clever!" or "I wish I had thought of that."

Technical Merit (25 points)

Judges will award up to five points apiece for each of the following technical elements:

- A. Sound clarity and volume
- B. Tripod-steady but often creative camera work, including proper framing and sufficient leadroom, noseroom, and headroom
- C. Appropriate lighting, including the avoidance of silhouettes
- D. Editing smoothness
- E. Special effects, props and backgrounds