Polk County Schools Video Contest

Category 2: Best commercial/public announcement

Level A – Elementary Schools

School	Creative Motivational Power 25 pts	Clarity of Sales Message 25 pts	Creativity 25pts	Technical Merit 25pts	Total Points	Ranking

Detailed notes about each column can be found on the back of this sheet. Use the following ranges when deciding how many points to award in each column:

21-25 points—Decidedly Superior (meets best practices nearly 80%-100 % of the time)
16-20 points—Above Average (meets best practices 60%-80 % of the time)
11-15 points—Average (meets best practices 40%-60% of the time)
6-10 points—Below Average (meets best practices 20%-40% of the time)
1-5 points—Decidedly Inferior (meets best practices 0%-20% of the time)

Polk County Schools Video Contest

Category 2: Best commercial/public announcement

Level B – Middle Schools

School	Creative Motivational Power 25 pts	Clarity of Sales Message 25 pts	Creativity 25 pts	Technical Merit 25 pts	Total Points	Ranking

Detailed notes about each column can be found on the back of this sheet. Use the following ranges when deciding how many points to award in each column:

21-25 points—Decidedly Superior (meets best practices nearly 80%-100 % of the time)
16-20 points—Above Average (meets best practices 60%-80 % of the time)
11-15 points—Average (meets best practices 40%-60% of the time)
6-10 points—Below Average (meets best practices 20%-40% of the time)
1-5 points—Decidedly Inferior (meets best practices 0%-20% of the time)

Polk County Schools Video Contest

Category 2: Best commercial/public announcement

Level C – High Schools

School	Creative Motivational Power 25 pts	Clarity of Sales Message 25 pts	Creativity 25 pts	Technical Merit 25 pts	Total Points	Ranking

Detailed notes about each column can be found on the back of this sheet. Use the following ranges when deciding how many points to award in each column:

21-25 points—Decidedly Superior (meets best practices nearly 80%-100 % of the time)
16-20 points—Above Average (meets best practices 60%-80 % of the time)
11-15 points—Average (meets best practices 40%-60% of the time)
6-10 points—Below Average (meets best practices 20%-40% of the time)
1-5 points—Decidedly Inferior (meets best practices 0%-20% of the time)