

Contest Judging Criteria

A Public Service Announcement (PSA) needs to give you important information and provide you with a suggested action to take based on that information. They do not sell products or generally promote a political party although those lines are often blurry.

Please rate the following statements according to your degree of agreement with 1 being LEAST and 5 being MOST.

This PSA informs me about an issue. 1 2 3 4 5

The information is clear and understandable. 1 2 3 4 5

The information is relevant to the action 1 2 3 4 5

The PSA gives me an action to take. 1 2 3 4 5

The action to take is clear and understandable. 1 2 3 4 5

I know where to find out more information about this issue or organization. 1 2 3 4 5

The visual imagery is relevant to the issue. 1 2 3 4 5

The visual imagery is well orchestrated, clear and understandable. 1 2 3 4 5

The sound is good quality, clear and understandable. 1 2 3 4 5

I have more information now than I did before viewing this PSA. 1 2 3 4 5

I might take action about this issue after watching this PSA. 1 2 3 4 5

Rate your overall reaction to the PSA w/ 1 least favorable and 5 most favorable. 1 2 3 4 5

Please feel free to include comments that you would like to share with the producers. Keep in mind that these PSA's are all presented to you by community volunteers who have used their own time to put them together.