

Florida Future Educators of America

Annual State Conference

“Teachers Make the Impossible Possible!”

February 6-8, 2015

Chapter
Public Service
Announcement
(PSA)
Competition

FLORIDA FUTURE EDUCATORS OF AMERICA 2015 STATE CONFERENCE

Chapter FFEA PSA Competition Entry Form

Chapter Name: _____

Chapter Address: _____
Street

City

District

Zip Code

Telephone: _____

Advisor's Name: _____

School Category: High (____) Postsecondary (____)

The undersigned certify that the PSA was designed by student member(s).

Chapter President _____ Date _____

Chapter Advisor _____ Date _____

Chapter FFEA PSA Competition

TOPIC: Create a public service announcement (PSA) that celebrates and promotes FFEA.

WHAT IS A PUBLIC SERVICE ANNOUNCEMENT?

- A short video presentation promoting an issue or topic important to society.
- Has a goal of creating public awareness.
- Should present the issue in an engaging and creative manner.

ELIGIBILITY:

- Entries will be categorized according to the school level (high school and postsecondary).
- Each chapter may submit only one PSA.
- Presentations are to be created by student members.

SUBMISSION REQUIREMENTS:

- Submissions should be faithful to the theme, "Teachers Make the Impossible Possible!"
- The PSA should be created with some combination of copyright free stills, text, video, music, sound, effects, and/or student voice-overs.
- Length: 60 seconds maximum.
- Multimedia elements must adhere to copyright and fair use guidelines. **Submissions that include ANY copyrighted music, footage, or images will NOT be accepted.** Entries that violate copyright or fair use guidelines will be disqualified. (Please see additional information on the following page.)
- Student creator(s), school, sponsoring teacher(s), and the source of any non-original, multimedia elements (images and sounds) and permissions must be identified in the credits (credits may be provided as a last, single frame).
- By submitting your works, you are releasing publication and talent presentation rights to the Florida Department of Education and are certifying that the work is free of copyright violations. All accepted submissions may be featured on the Florida Department of Education website.
- Only one submission per chapter is permitted.
- Presentations are to be created by student members.
- **The PSA must be submitted on CD or flash drive in either a QuickTime (.mov) or Windows Media Video (.wmv) format.**

SCORING:

- The PSA will be scored using the attached rubric. The maximum total number of points possible is 100.
- The first, second and third place winners will be announced during the closing session on Sunday. The first place winning PSAs will be shown.

DEADLINE:

Submit two (2) copies of the completed PSA and entry form to the following address no later than **Friday, November 21, 2014**. Entries postmarked after this date will be disqualified.

FFEA Conference
Bureau of Educator Recruitment, Development and Retention
Florida Department of Education
325 West Gaines Street, Room 124
Tallahassee, Florida 32399

Chapter FFEA PSA Competition

USE OF COPYRIGHTED MATERIAL:

The video you submit for the Florida Future Educators of America's PSA competition must be an original work. No copyrighted material (music, images, etc.) or trademarks (company names, logos, brands, etc.) may be used unless you own or have a license to use the material for this contest. **Written permission must be obtained and provided with your video submission for all copyrighted or trademarked materials.**

Music purchased from Amazon or iTunes for listening DOES NOT include the rights to sync it up with your images and repackage it as a video. Those rights are called synchronization rights and commercial music sync rights are expensive. Some people assume that the use of commercial music for nonprofit or school use is 'fair use' and that is not true. The 'fair use' exception to copyright is rather limited and does not include a submission to the Florida Future Educators of America's PSA competition.

If you want to get permission to use copyrighted music, you can visit <http://www.copyrightkids.org/> to find out more about how to write a letter to make the request. The site includes sample letters and links to music publisher contacts. There are several sources of music for videos, some of which are free and others that have to be purchased.

Music you create yourself:

- Garage band — <http://www.apple.com/ilife/garageband/>
- Music generators — <http://www.anticulture.net/MusicGenerators.php>

Commercial music tracks that can be bought for use as background track:

- <http://www.aircraftmusiclibrary.com/>
- <http://www.killertracks.com/>

Creative Commons agreement music:

- <https://creativecommons.org/legalmusicforvideos>

Keep in mind that 'Creative Commons' licensing is not necessarily free music. There are usually attribution or credit requirements and the artists may specify what kinds of works their music may be used.

FFEA Chapter PSA Competition Scoring Rubric

Chapter Name: _____ **Total Points:** _____ out of 100

- Are the school name and/or chapter name clearly identified? YES NO
- Are the copyright and/or fair use guidelines adhered to? YES NO
- Is the format either .MOV or .WMV? YES NO

(If you answered "no" to any of the questions above, do not continue with the scoring process.)

Audience Appeal/Creativity & Originality

- Does the PSA engage the audience and maintain interest from beginning to end? 0-10 pts ____
- The PSA uses techniques to illustrate exemplary creativity, originality and imagination. 0-10 pts ____
- Does the PSA leave the audience with a "wow" reaction? 0-15 pts ____

Relevance to FFEA and Reflection of Theme

- The PSA is rich in content and provides informational material on FFEA. 0-10 pts ____
- The combination of creativity, technical skill, and audience appeal are very effective in delivering a strong message about the selected topic. 0-10 pts ____
- The theme is clear and concise throughout the entire PSA. 0-10 pts ____
- Exemplary demonstration of the theme through a single thought or phrase. 0-10 pts ____

Technical Quality/PSA Length/Credits

- A high degree of technical skill is evident in the production of the PSA. 0-15 pts ____
- Length of presentation was one minute or less. 0-5 pts ____
(Deduct 2 points for each 5 seconds over the one-minute maximum.)
- Credits are provided and include student creator(s), school, sponsoring teacher(s) and source(s) of any non-original, multimedia elements and permissions. 0-5 pts ____

Judge's Comments:
