**Video 30-Second Public Service Announcement**

First, watch some example PSAs:

* <https://www.psacentral.org/home.do>

Then, research exercise/fitness and nutrition by using this site:

* <http://www.fitness.gov/resource-center/facts-and-statistics/>
* <http://www.healthypeople.gov/2020/LHI/nutrition.aspx>

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| --- | --- | --- | --- |
|  | Not addressed | Not quite there | Meets expectations |
| Topic (exercise and nutrition) is fully developed and a statistic is used | 0 | 1-3 | 4-5 |
| Video is clear and concise and exactly 30 seconds | 0 | 1-3 | 4-5 |
| Audio and visual elements are complementary and some music is added for effect | 0 | 3-6 | 7-10 |
| Includes and effective opening, body, and conclusion | 0 | 1-2 | 3 |
| Transitions are effective and appealing; not distracting | 0 | 1-2 | 3 |
| Audio Editing: Good quality and good volume | 0 | 1-2 | 3 |
| Video uses multiple camera angles, is smooth and steady (tripod) and in focus | 0 | 1-6 | 7-10 |
| Titles and graphics enhance overall quality of presentation; resized graphics are added and it is not “all video” | 0 | 1-4 | 5-7 |
| Overall effectiveness of PSA at informing or evoking a changed attitude towards the topic; professionalism | 0 | 1-4 | 5-7 |
|  | Score:  | **53 MAX** |

***Remember to include your logo at the beginning or end, preferably in the corner or at the bottom.***  Upload to Schooltube and/or put on class SD card!

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_