

# SCORE CARD – Public Service Announcements (PSA's)

INTRODUCTION			
Establishes eye contact before introducing PSA	Outstanding	Good	Needs Improvement
Begins intro with confidence and authority			
Enunciates & pronounces words correctly			
Maintains adequate eye contact during intro			
Clearly states the title and purpose of the PSA			
Speaks loudly enough			
Maintains good posture – doesn't lean or shift weight from foot to foot			
Speaks with enthusiasm and interest			
Easily uses technology			
PSA DESIGN			
PSA quickly secures interest and attention	Outstanding	Good	Needs Improvement
All voice work is the contestant's own			
Content relates to 4-H in Missouri			
Purpose of PSA is clear			
Messages of PSA are easy to understand			
Voice work is clearly enunciated and easy to understand			
Volume is adequate			

Voices are easy to distinguish from background noise, music, or other sounds.	Outstanding	Good	Needs Improvement
Visual images (if any) are clear and easy to see			
Speakers sound well-rehearsed			
Speech timed accurately			
Purpose of speech is communicated clearly			
Ideas are around central theme, in logical order			
Conclusion is smooth and appropriate, not abrupt			
Main points summarized in the conclusion			
Scope of PSA is appropriate for time constraints			
QUESTIONS & ANSWERS			
Demonstrates knowledge of how the PSA was produced/created	Outstanding	Good	Needs Improvement
Articulates clearly the PSA's main messages			
Maintains appropriate eye contact during Q&A			
Maintains good posture – doesn't lean or shift weight from foot to foot			
Speaks with enthusiasm and interest			
Can articulate clearly ideas for how their PSA might be used			

NAME \_\_\_\_\_ AGE \_\_\_\_\_

COUNTY \_\_\_\_\_

TITLE \_\_\_\_\_ COMMENTS \_\_\_\_\_

**SCORE**

Introduction (25 points possible) \_\_\_\_\_

Design (35 points possible) \_\_\_\_\_

Q & A (25 points possible) \_\_\_\_\_

