

2023-24 Competitive Events Guidelines

Public Service Announcement



Public Service Announcements are basic messages to the public that raise awareness on a specific issue. Public Service Announcement (PSA) provides members with the research, form an objective and create a 30-second video on a topic. This competitive event consists of a presentation component where the PSA is shown for the judges and the development process explained.

Event Overview

Division: High School

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Technology and presentation items

Equipment Provided by FBLA:

- State – Look for updates from California FBLA before the conference
- National – Table for preliminary round presentation; table, power, projector & screen for final round presentation

2023-2024 Topic

There's more to FBLA than competitions! Create a public service announcement to share the benefits and opportunities around FBLA that are not a part of the Competitive Events Program.

State

- **Number of Competitors per Chapter:** Each local chapter may enter **one team of one (1), two (2) or three (3) members.**
- At the State Leadership Conference, Public Service Announcement consists of two parts:
 - a pre-judged 7-minute presentation
 - and a live, 7-minute final presentation for the top-8 teams.
- Competitors are required to complete all parts for award eligibility.
- **The top four (4) places in state competition** will represent California at the National Leadership Conference.
- Middle school members who place in the top four **cannot** compete at the National Leadership Conference, per national guidelines.

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- **Scoring:**
 - **Pre-judged Presentation:** A panel of judges will score the projects using the presentation sheet. The “presentation delivery” portion of the rating sheet will not be used to judge the prejudged submission, so members can focus on their project content. All decisions of the judges are final.
 - **Live Presentation:** A panel of judges will score the performances using the presentation sheet. All decisions of the judges are final.
 - **Final Score:** Only the live presentation score will be used to determine the final score. The pre-judged presentation score will not be used.
 - Five points will be deducted if competitors do not follow the dress code. If multiple team members are not in dress code, each team member will receive a five (5) point penalty.
 - Five points may be deducted for each instance of not following guidelines.
- **Project Guidelines:**
 - No animals (except authorized service animals) will be allowed for use in any competitive event.
 - Presentation should cover the following aspects of the PSA:
 - Research, form an objective for the PSA, and create a 30-second video on the topic. Facts and data must be cited and secured from quality sources.
 - The presentation should demonstrate an understanding of the topic with a learning objective for the intended audience; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright or sources for the project and PSA.
 - The PSA video is shown to the judges.
 - The production must be original content; competitors may not use previously published video clips in the videos submitted for competitions.
- **Pre-judged Guidelines:**
 - **Deadline:** Advisers must submit a URL of their chapter’s pre-judged presentation in Blue Panda by 4:59 p.m. Pacific on **February 23, 2024**.
 - Video submissions should be URLs. The 7-minute videos should follow the digital submission guidelines established at the 2020 National Leadership Experience.
 - Key digital submission guidelines include:
 - **Members must be in FBLA Dress Code** while recording the video.
 - Videos shall be submitted in one take. This means that only one video per competitor/team may be submitted. **The submission shall not be edited.**
 - **Members may use projectors/presentations (example: PowerPoints),** should they choose to use them.
 - Members can share their computer screen, but **members must still be seen in the recording at all times.**
 - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the pre-judge score will be zero.

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- **Live Presentation Guidelines:**
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer Time:** 3 minutes
 - **Internet Access:** Not provided
 - Pre-judged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
 - When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - Competitors may not view other competitors' presentations in their event.

National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

Recognition

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- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer Time:** 3 minutes
 - **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)
 - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
 - Competitors/teams are randomly assigned to sections.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - Visual aids and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
 - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - No animals (except authorized service animals) will be allowed for use in any competitive event.
 - Presentation should cover the following aspects of the PSA:
 - Research, form an objective for the PSA, and create a 30-second video on the topic. Facts and data must be cited and secured from quality sources.
 - The presentation should demonstrate an understanding of the topic with a learning objective for the intended audience; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright or sources for the project and PSA.
 - The PSA video is shown to the judges.

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- The production must be original content; competitors may not use previously published video clips in the videos submitted for competitions.
- Final Presentation Information
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer Time:** 3 minutes
 - **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)
 - Fifteen (15) competitors/teams or an equal number from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
 - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - The following will be provided for the final round if it occurs in a conference room: screen, power, table, and projector. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters. It is up to final-round competitors to determine if they wish to use the technology provided.
 - Visual aids and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
 - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - No animals (except authorized service animals) will be allowed for use in any competitive event.
 - Presentation should cover the following aspects of the PSA:
 - Research, form an objective for the PSA, and create a 30-second video on the topic. Facts and data must be cited and secured from quality sources.
 - The presentation should demonstrate an understanding of the topic with a learning objective for the intended audience; major findings from the topic research; the script writing process; use of different video

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techniques; a list of equipment and software used; and copyright or sources for the project and PSA.

- The PSA video is shown to the judges.
- The production must be original content; competitors may not use previously published video clips in the videos submitted for competitions.

Scoring

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late for their assigned presentation time.

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Public Service Announcement Presentation Rating Sheet (Pre-judged)

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Learning Objective Demonstrates understanding of the topic and creates an objective for the intended audience	<i>No understanding of event topic OR incorrect topic used, and no objective created</i>	<i>Unclear understanding of the topic with or without a learning objective</i>	<i>Clear understanding of the topic with a learning objective</i>	<i>Expert understanding of the topic with a learning objective for the intended audience</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Research Explain the major findings from the topic research	<i>No explanation of research or findings</i>	<i>Unclearly explains findings from topic research</i>	<i>Clearly explains findings from topic research</i>	<i>Clearly explains the finding from topic research with provided evidence for support</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Script Describe the design development and script writing process	<i>No description of design development and script writing</i>	<i>Unclearly describes the design development and the script writing process</i>	<i>Clearly describes the design development and script writing process</i>	<i>Clearly describes the design development and the script writing process with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Techniques Explain video and audio techniques used to create the PSA	<i>No explanation of use or implementation of audio or video</i>	<i>1-2 techniques used to create the PSA</i>	<i>3-4 techniques used to create the PSA and described</i>	<i>5 or more techniques used to create the PSA and described using expert terminology</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Equipment & Software Explain at least 3 types of equipment and/or software used to create PSA	<i>No explanation of equipment and software</i>	<i>1 forms of equipment or software utilized to create the PSA</i>	<i>2 forms of equipment or software utilized to create PSA</i>	<i>3 or more forms of equipment or software were used to create the PSA and described using expert terminology</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Copyright/Sources Copyright and source information is noted and documented, and video content is original	<i>Copyright and source information not addressed or addressed incorrectly AND video content is not original</i>	<i>Material violates copyright guidelines; sources are not addressed OR video content is not original</i>	<i>Copyright and source information is documented, and video content is original</i>	<i>Copyright compliance and source information is documented using visual representation, and video content is original</i>	
	0 points	1-6 points	7-8 points	9-10 points	
PSA Video Presentation	<i>PSA is not shown during the presentation</i>			<i>PSA is shown during the presentation</i>	
	0 points			5 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (75 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

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Public Service Announcement Presentation Rating Sheet (State Final and National)

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Learning Objective Demonstrates understanding of the topic and creates an objective for the intended audience	<i>No understanding of event topic OR incorrect topic used, and no objective created</i> 0 points	<i>Unclear understanding of the topic with or without a learning objective</i> 1-6 points	<i>Clear understanding of the topic with a learning objective</i> 7-8 points	<i>Expert understanding of the topic with a learning objective for the intended audience</i> 9-10 points	
Research Explain the major findings from the topic research	<i>No explanation of research or findings</i> 0 points	<i>Unclearly explains findings from topic research</i> 1-8 points	<i>Clearly explains findings from topic research</i> 9-12 points	<i>Clearly explains the finding from topic research with provided evidence for support</i> 13-15 points	
Script Describe the design development and script writing process	<i>No description of design development and script writing</i> 0 points	<i>Unclearly describes the design development and the script writing process</i> 1-6 points	<i>Clearly describes the design development and script writing process</i> 7-8 points	<i>Clearly describes the design development and the script writing process with supporting evidence</i> 9-10 points	
Techniques Explain video and audio techniques used to create the PSA	<i>No explanation of use or implementation of audio or video</i> 0 points	<i>1-2 techniques used to create the PSA</i> 1-8 points	<i>3-4 techniques used to create the PSA and described</i> 9-12 points	<i>5 or more techniques used to create the PSA and described using expert terminology</i> 13-15 points	
Equipment & Software Explain at least 3 types of equipment and/or software used to create PSA	<i>No explanation of equipment and software</i> 0 points	<i>1 forms of equipment or software utilized to create the PSA</i> 1-6 points	<i>2 forms of equipment or software utilized to create PSA</i> 7-8 points	<i>3 or more forms of equipment or software were used to create the PSA and described using expert terminology</i> 9-10 points	
Copyright/Sources Copyright and source information is noted and documented, and video content is original	<i>Copyright and source information not addressed or addressed incorrectly AND video content is not original</i> 0 points	<i>Material violates copyright guidelines; sources are not addressed OR video content is not original</i> 1-6 points	<i>Copyright and source information is documented, and video content is original</i> 7-8 points	<i>Copyright compliance and source information is documented using visual representation, and video content is original</i> 9-10 points	
PSA Video Presentation	<i>PSA is not shown during the presentation</i> 0 points			<i>PSA is shown during the presentation</i> 5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i> 0 points	<i>Competitor(s) were prepared, but flow was not logical</i> 1-6 points	<i>Presentation flowed in logical sequence</i> 7-8 points	<i>Presentation flowed in a logical sequence; statements were well organized</i> 9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i> 0 points	<i>Competitor(s) demonstrated self-confidence and poise</i> 1-2 points	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i> 3-4 points	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i> 5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i> 0 points	<i>Does not completely answer questions</i> 1-6 points	<i>Completely answers questions</i> 7-8 points	<i>Interacted with the judges in the process of completely answering questions</i> 9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					