

SCORE FORM for KYVL 30 Second PSA Video Contest

Purpose statement: The purpose of this video is to bring awareness to Kentucky residents and students (kids, adults, seniors, ethnic groups, etc.) of the Kentucky Virtual Library and its benefits.

Kentucky Virtual Library PSA Video Contest – Judges’ Criteria				
Category	Desired Qualities and Elements of Video	Scoring		
		1-2	3-4	5-10
<i>Purpose/Audience</i>	Clear appropriate message, purpose of video established, voice and tone appropriate, clear focus and purpose			
<i>Script/Idea Development</i>	Well-written, representation of diverse users			
	Memorable/Interesting			
	Original and creative			
<i>Production Quality</i>				
Planning process	Props/costumes, location match idea/script			
	Stays within the time limits specified			
	Planning materials are sent with video or evident			
Editing	Flow smoothly and has good transitions			
	Message comes across in the allotted time			
Sound	Good quality audio			
	Appropriate music, if included			
Clarity	Clear, appealing, imaginative and innovative-audio and images which fit the mood and are effective in communicating			
Appropriate Use	All images, audio fit the purpose			
	Special effects fit the theme			
KYVL Elements	KYVL logo, URL, toll-free number			
	Total score			

Videos must be a Windows QuickTime file on CD. CD must be marked with school name, district, and labeled: KYVL PSA Video Contest.

- **All content must be original to this year’s team and entry. Content from previously years should be not reused.**
- Any music, graphics, or images used in the video that breaks any copyright laws will **disqualify** the video from judging.
- All copyright laws are followed when using someone else's materials, ideas, music, graphics. Any use of music more than 30 seconds in length or materials by another person or agency are to be credited properly.
- Permissions have been granted by those filmed in the video. Permissions are on file at school.