

## Save A Life Campaign PSA – SchoolTube.com Contest

Category	Criteria	Points (1-10-10 is BEST)
<b>Objective</b>	The video clearly expressed the goals and mission of the Save A Life Campaign (moral courage, smart choices, hard decisions, small acts of kindness, saving a life.)	
<b>Videography Techniques, Clarity &amp; Interest</b>	Video was steady, audio and video clear from start to finish. Many different "takes", camera angles, sound effects, and/or careful use of zoom, pan, tilt and other skillful techniques provided variety in the video.	
<b>Style &amp; Organization</b>	The video was well conceived and shows good organization and content. The message is easy to understand and will reach a broad spectrum of society. PSA met the required time limit of 30-seconds. Proper uploading, deadlines and contest requirements were met.	
<b>Resources</b>	The video shows a variety of sources of information and creative expressions. If music was used, it was royalty-free, or had the expressed consent from the copyright holder.	
<b>Overall Story</b>	Clear, stays focused on main issue/topic, informative. The video shows true impact and evokes an emotion or cause for action. PSA truly illustrates and expresses moral courage.	

**TOTAL POINTS =                      /50**

**Comments?**