



2017 Public Service Announcement (PSA) CONTEST

GEAR UP Virginia, SCHEV, and the Virginia Department of Education are holding a Public Service Announcement (PSA) contest. Create a PSA that promotes the idea **“There’s more than one way to pay for college”** by highlighting different strategies students and families can use to plan for and lower the cost of earning a college degree or certificate after high school.

PSA requirements:

A PSA is like a commercial. It markets a product or idea, is persuasive, and stays within the precise time limit of 30 seconds. For this PSA Contest, a 30-second PSA video for TV or online broadcast will be accepted. Two winners will be announced: One GEAR



UP Virginia student and one non-GEAR UP Virginia Student. Your PSA should help Virginia students and families understand the options and programs available to pay for postsecondary education after high school.

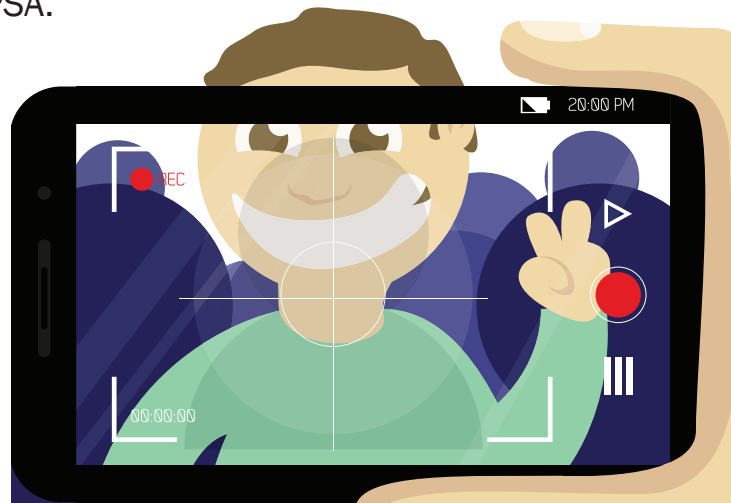
Prizes

- **Win a \$100 Virginia529 Savings Account!**
- **Win tickets to Kings Dominion!**
- **The winning PSA will be recognized at the April 26, 2018 Virginia Board of Education meeting.**
- **The winning PSA will be broadcast on TV stations statewide and online in 2018 as part of a media campaign sponsored by GEAR UP Virginia, SCHEV, and the Virginia Department of Education.**

Contestants:

- Must be a high school student enrolled in a GEAR UP Virginia high school.
- Must submit a signed entry form with their PSA.

More details available at www.gearupva.com.





GEAR UP Virginia, SCHEV & the Virginia Department of Education Public Service Announcement (PSA) Video Contest

“There’s More Than One Way to Pay for College”

Project Purpose

While most Virginia students believe that furthering their education after high school is important to their future success, many think that college is too expensive for them to afford. This Public Service Announcement (PSA) Contest will promote the idea that “There’s more than one way to pay for college” by highlighting different strategies students and families can use to plan for and lower the cost of earning a college degree or certificate after high school.

In order to encourage participation, this contest is open to any student currently attending a GEAR UP Virginia High School. One GEAR UP Virginia student and one non-GEAR UP Virginia student will be selected as winners.

The winning PSAs will be recognized at the April 26, 2018 Virginia Board of Education meeting. Prizes will be made available by Virginia 529 and Kings Dominion. The winning PSAs will be broadcast online and on cable access in 2018 as part of a media campaign sponsored by GEAR UP Virginia, the State Council of Higher Education for Virginia (SCHEV), and the Virginia Department of Education.

Project Guidelines

A PSA is similar to a commercial. It markets a product or idea, is persuasive, and stays within the precise time limit of 30 seconds. For this PSA Contest, a 30-second PSA video (for TV and online broadcast) will be accepted.

Each PSA will use information found on studentaid.ed.gov, www.vccs.edu/students/dual-enrollment, or www.virginia529.com to help Virginia students and families understand the options and programs available to pay for postsecondary education after high school.

Individual students may submit one, and no more than one, PSA. Entries will be accepted from current high school students at GEAR UP Virginia Schools. Students do not have to be in the GEAR UP program to enter. PSAs can focus on one of the three topics outlined below and must include all PSA Required Content.

PSA Required Content

1. Each entry must include **a completed Student Entry Form signed by a parent or guardian.** This is to grant permission to GEAR UP Virginia to publish/broadcast your PSA online and on television. PSA projects must be completed by one individual student. PSA projects submitted by a team of two or more students will not be accepted. Entry forms must be uploaded by the deadline to the same online location as the PSA project submission.



2. Each topic includes **Required Message Points** that must be included in the PSA. Students may change the wording of these points to better appeal to the intended audience as long as the core fact/message is still effectively and clearly communicated.

3. Each PSA must include the phrase and tagline below; this must be included within the 30-second time limit.
 - **“There’s more than one way to pay for college”**
 - **Final tagline (last statement of PSA): “This announcement is brought to you by GEAR UP Virginia, SCHEV and the Virginia Department of Education.”**

PSA Topics

Topic	Audience(s)	Required Message Points (in your own words)
<p>1. Fill out the Free Application for Federal Student Aid (FAFSA)</p>	<p>High school students and their families</p> <p>Adults returning to school</p>	<ul style="list-style-type: none"> · The Free Application for Federal Student Aid (FAFSA) is the first and most important step to getting grants from the government to pay for college · New changes make applying for financial aid earlier and easier · Fill it out the fall before you plan to start college – it opens October 1 · Help is available – find out more at studentaid.ed.gov
<p>2. Get A Head Start on College Classes</p>	<p>High school students and families</p>	<ul style="list-style-type: none"> · Virginia students can save money on tuition by earning college credit while still in high school. · Classes are offered at college campuses, in high schools, or online · Many programs are free or at a much lower cost than regular college tuition · Find out more by speaking with your school counselor and visiting www.vccs.edu/students/dual-enrollment
<p>3. Start Saving Now</p>	<p>Parents/families of school age students</p> <p>Middle and high school students</p> <p>Adult students</p>	<ul style="list-style-type: none"> · It's never too late to start saving money for college · The more you save now, the less you will need to borrow later · You can open an account with as little as \$25 · Find out more at www.virginia529.com



Project Process

The contest opens in December 2017 and online **entries will be accepted until February 23, 2018**. Entries must be uploaded to <https://form.jotform.com/GearUpVA/psa-video> by the deadline to be eligible.

All submissions will be evaluated by a pool of judges at SCHEV and VDOE. Selected finalists will be announced in early April 2018.

What school counselors/teachers/GEAR UP coordinators can do:

- Share the rubric and required forms with students
- Help students choose a topic
- Assist students with questions and make suggestions on quality of work
- Check for copyright compliance
- Assist students in uploading their entry online.

What students can do:

- Review the rubric/required forms and understand all requirements.
- Follow all copyright rules
- Plan out your PSA. A storyboard is a good planning tool.
- Complete the required Student Entry Form including the signature of a parent/guardian.
- Create an original PSA video (visit https://www.youtube.com/results?search_query=KnowHow2Pay+PSA+Challenge+2016+-+All+entries+GEAR+UP+Kentucky for some ideas)
- Upload your PSA video and Student Entry Form online at <https://form.jotform.com/GearUpVA/psa-video>

Participating Schools

GUV School Division	2017-2018 High Schools
Charlotte County	Randolph Henry High School
Charlottesville City	Charlottesville High School
Covington City	Covington High School
Danville City	George Washington, Galileo High School & JM Langston High School
Dinwiddie County	Dinwiddie High School
Fredericksburg City	James Monroe High School
Harrisonburg City	Harrisonburg High School
King & Queen County	King and Queen Central High School
Lynchburg City	Heritage High School (Lynchburg) & E.C. Glass High School
Newport News City	Menchville High School, An Achievable Dream Middle/High School, Denbigh High School, Warwick High School, Woodside High School, Heritage High School (Newport News)
Petersburg City	Petersburg High School
Roanoke City	Patrick Henry High School & William Fleming High School
Suffolk County	King's Fork High School & Lakeland High School
Sussex County	Sussex Central High School
Westmoreland County	Washington & Lee High School



PSA CONTEST JUDGING RUBRIC

STUDENT NAME: _____ **TITLE OF PSA:** _____
SCHOOL: _____ **GRADE:** _____

JUDGING CATEGORY	CRITERIA	POINTS POSSIBLE
SECTION 1. TECHNICAL REQUIREMENTS (15 points)		
CATEGORY	<ul style="list-style-type: none"> Length of entry is within established time limit(00:30) 	10
COPYRIGHT & CREDITS	<ul style="list-style-type: none"> Intellectual property is respected Copyright rules are followed Any text, audio or images are school appropriate All music, images, websites, etc., are credited properly 	5
SECTION 2. CONTENT & PRESENTATION (45 points)		
CONTENT	<ul style="list-style-type: none"> Promotes an idea in a persuasive way Required message points are communicated clearly 	15
ORGANIZATION & PLANNING	<ul style="list-style-type: none"> Clear purpose: well- organized; shots are planned Concept: Message points are presented in an organized and intriguing way Targeting: Messages are appropriate and relevant to the target audience 	15
CREATIVITY/ORIGINALITY	<ul style="list-style-type: none"> Messaging: Images, audio and visual messages are clear and easily understood Shows a unique and creative approach and is persuasive Fits the perspective and appeals to the intended audience 	15
SECTION 3. PRODUCTION QUALITY (40 points)		
SHOTS/TECHNIQUE	<ul style="list-style-type: none"> Planning is evident through a variety of shots or graphic images 	10
AUDIO & LIGHTING	<ul style="list-style-type: none"> Voice quality is good; can be heard and understood clearly Used appropriate lighting 	10
ENHANCEMENTS	<ul style="list-style-type: none"> Images, interviews, voiceover text, sound/music enhance the piece 	10
POST PRODUCTION	<ul style="list-style-type: none"> Editing is evident in final product with effects and transitions, music added 	10

Total possible points = 100



2017 GEAR UP Virginia PSA Contest

Student Entry Form

Instructions:

This form is required to be completed, signed by the student and parent/guardian, and included as part of your final uploaded submission. This form can be scanned and uploaded to <https://form.jotform.com/GearUpVA/psa-video>.

Please print

Student First and Last Name: _____

Parent First and Last Name: _____

Mailing Address: _____

Phone Number: _____

Email Address: _____

School Name: _____

School Division: _____

Certification and Signature

GEAR UP Virginia has my permission to use my child's Public Service Announcement project, including all photos, videos, audio recordings or other personal works encompassed within, for publication purposes.

I understand that my student's name, school name, and PSA may be published online and, if selected as a finalist, may be broadcast on television as part of a statewide media campaign to promote college and career planning and success. I release GEAR UP Virginia, The State Council of Higher Education for Virginia, the Virginia Department of Education, and their employees and/or subcontractors from any and all claims for damages, libel, slander, invasion of privacy, or any other claim based on use of said material.

Parent/Legal Guardian's Signature

Date

Student's Signature

Date