



Competitors will create a 30 to 60-second video PSA focused on a fire safety theme, demonstrating accurate public safety information, creativity, and effective messaging.

Entry Requirements

- Teams must be composed of a minimum of 1 and a maximum of 2 member(s).
- Chapters can only register 5 teams to compete.

Materials

Competitors can/should provide the following materials. Competitors are only permitted to bring in the below materials to the competition. TPSA does not provide the below materials.

- **Pre-Made Video** Competitors must create the video and submit online prior to competition.
- **Photo Identification** Reference [the rulebook](https://tpsa.info/rulebook) (<https://tpsa.info/rulebook>) for details

Procedures and Timeline

- **Theme** Students must create a video using the theme of bedroom door fire safety
- **Video Rules (1 min Time Limit)** PSA must be 30–60 seconds long Must include:
 - A call to action
 - At least one statistic from a reputable source (e.g., NFPA, USFA)
 - The TPSA logo at the end

Must be original content (no copyrighted footage or music) May be filmed with any device (camera, phone, etc.) Voiceovers, text overlays, sound effects, and music are encouraged

Professional Dress Guidelines

To secure professionalism points, Competitors should dress in attire that accurately reflects what professionals in the respective public safety careers would wear while performing the tasks associated with the event. Competitors are also expected to consult and follow the Professional Dress Guidelines in the Rulebook to qualify for points.

Judge Qualifications

- Firefighters with knowledge of fire safety
- Audio/Video Media Professionals

Criteria	Unattempted	Unsatisfactory	Satisfactory	Proficient	Exemplary	Points
Professionalism						
Professionalism This criteria evaluates the appropriateness of attire and the level of professional behavior displayed, considering industry standards relevant to the event. This includes the video being school appropriate and modest attire for all actors.	0 No professionalism demonstrated. Attire and behavior are entirely inappropriate or unacceptable.	1 2 Attire is inappropriate for the event and does not meet industry standards. Professional behavior is inconsistent.	3 4 5 Attire is mostly appropriate but may not fully meet industry standards. Professional behavior is generally acceptable.	6 7 8 Attire meets industry standards and is appropriate for the event. Professional behavior is consistent.	9 10 Attire meets industry standards and is appropriate for the event. Professional behavior is outstanding and goes above and beyond expectations. Attire quality is NOT a factor between proficient and exemplary.	
Video Content						
Information Accuracy The information in the video is accurate and correct.	0 No information given or not factual	2 4 Major errors/inaccurate	5 6 Basic accuracy	7 8 Mostly accurate	9 10 Fully accurate and well-researched	
Use of Source Citation/Logo Location of statistic is given, either verbally or in writing, in the video. TPSA logo is shown at the end of the video.	0 None present	2 4 Unclear or inaccurate statistic source AND TPSA logo not shown at the end	5 6 Only includes basic statistic source OR TPSA logo, but not both	7 8 Clear, relevant source and TPSA logo is used at the end	9 10 Strong integration with message both in statistic use & TPSA branding	
Message Clarity The message needs to be strong, clear, and impactful.	0 No clear message	2 4 Message is confusing/vague	5 6 Message present	7 8 Message is clear and focused	9 10 Message is strong, impactful, memorable	
Creativity and Originality The video should demonstrate creativity and originality.	0 None shown	2 4 Generic/unoriginal	5 6 Basic effort shown	7 8 Some creativity used	9 10 Highly original and creative	
Call to Action The video should inspire viewers to make a change in their lifestyle	0 No call to action	2 4 Weak or unclear	5 6 Present, minimal impact	7 8 Effective call to action	9 10 Strong, memorable call to action	

Criteria	Unattempted	Unsatisfactory	Satisfactory	Proficient	Exemplary	Points
Overall Impact The video should be professional, compelling and impactful	<div>0</div> <div>None</div>	<div>24</div> <div>Low engagement</div>	<div>56</div> <div>Moderate impact</div>	<div>78</div> <div>Strong impression</div>	<div>910</div> <div>Compelling, professional, impactful</div>	
Technical Quality						
Video Video should be a high quality recording.	<div>0</div> <div>Not viewable</div>	<div>24</div> <div>Poor lighting, framing</div>	<div>56</div> <div>Acceptable visuals</div>	<div>78</div> <div>Clean and visually clear</div>	<div>910</div> <div>Professional-quality visuals</div>	
Audio Audio should be high quality and easy to hear	<div>0</div> <div>No Sound</div>	<div>24</div> <div>Unclear/inconsistent</div>	<div>56</div> <div>Understandable audio</div>	<div>78</div> <div>Clear and stable audio</div>	<div>910</div> <div>Professional-grade clarity</div>	
Time Requirement The video should be 30-60 seconds in length	<div>0</div> <div>more than 20 seconds too long or too short</div>	<div>24</div> <div>11-20 seconds too long or too short</div>	<div>56</div> <div>5-10 seconds too long or too short</div>	<div>789</div> <div>2-4 seconds too long or too short</div>	<div>10</div> <div>Between 30 and 60 seconds</div>	
Total Score: 0 /100 pts						