

k2023 4-H Communications Fair
4-H PSA VIDEO CONTEST



TIME: Between 30-60 seconds in length

DESCRIPTION:

Participants will develop a PSA or Public Service Announcement video using the theme “Magical Friendships Around the World.”

PSA or Public Service Announcement “is a message shared with the general public that raises awareness about an issue. Besides informing their audience, a PSA may inspire the public to take action or make a change.” (<https://www.indeed.com/career-advice/career-development/what-is-a-public-service-announcement>).

The video footage must have been taken between May 2022 to May 2023.

All video recording and editing will be done by participants, with the exception of Cloverbuds (5-8 year olds,) who can request for an adult to assist with taking the video footage of the participants.

Follow copyright laws regarding music, still images, clip art, etc.

The video must include:

1. The title of the video
2. An introduction of yourself and your 4-H club name.
3. At the end, the credits should include any participants in the creation of the video and what their roles were. Others who are not taking part in the Communications Fair may appear in the video, however, all editing and production of the video must be done by the video entry’s contestants.
4. Music credit (avoid using music that is copyright from a recording artist)
5. Talent Media Releases must be submitted with the registration form for everyone appearing in the video and submitted to judges.

Please make sure to read the Video Rubric Score Sheet to meet the top criteria.

Format: MP4 is preferred, but all others will be accepted. Save on a USB drive. Military 4-H Partners can consult with Kate Eickstead at hi4hmp@hawaii.edu regarding submission of their video entries.

- Format may include video footage, still photography shots, computer animation, text, stop motion, etc.
- All music, video, images and computer animations used must be appropriate. Contestants should seek guidance from their 4-H leaders, a 4-H Extension Agent, or from their youth organization staff if they need help determining if the content is appropriate.



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COLLEGE OF TROPICAL AGRICULTURE AND HUMAN RESOURCES
UNIVERSITY OF HAWAII AT MANOA

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- No violence, swearing, or vulgarity. The video does not degrade the community, actors, or viewers in any way. Please refer to the 4-H Code of Conduct at <http://go.hawaii.edu/AIG>. Youth from community partner organizations should abide by their rules and policies.
- **The video will avoid having any promotion or sales of any brand name or products.**
- Video must comply with copyright laws. For example, the 4-H emblem must be used appropriately. Copyrighted music will not be allowed. Be original and creative by making your own sounds and music!



Labeling: On top and side of USB drive:

1. Print first and last name
2. Group affiliation (4-H club, school, or organization)
3. Division (Cloverbud-5-8 years, Junior-9-11 years, Intermediate-12-13 years, or Senior-14-19 years)

Use the Communications Fair Reference Sheet for helpful tips, found on the website:

<https://bit.ly/2tyxefa>

Judging will be on the introduction, videotaping quality, editing quality, creativity, appropriate length and credits,.

FORMS TO SUBMIT:

1. CF1 for Registration Deadline
2. Video footage and Talent release (if applicable) for all participants in the video for the Submission Deadline



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