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.

Competitor Provided Materials

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

Procedures and Timeline

- **Online Submission**
  - Regional Submission: The Chapter Advisor must upload the video to the myTPSA portal no later than three (3) days prior to the start of the Regional Competition.
  - State Submission: If a team advances to the State Competition, the Chapter Advisor is required to re-upload the video to the myTPSA portal prior to the State deadline.

Rules

- **Theme:** Students must create a video centered on the habit of testing fire alarms and replacing their batteries regularly.
- **Video Rules:** 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, etc)
  - The TPSA logo at the end
  - All team members must be pictured in the video. Additional actors may be used also.
- **Technical Rules**
  - 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
- **Disqualification:** Any work containing copyrighted footage or music will be disqualified

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

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TPSA

Public Service Announcement

Fire Services

Online

FY2027

Criteria	Unattempted	Unsatisfactory	Satisfactory	Proficient	Exemplary	Points
Professionalism						
Professional Dress Presents a neat, professional appearance in attire consistent with any recognized industry standard for the career and event tasks. Team members reasonably match in color and style.	0 Attire does not reasonably reflect a recognized industry standard for the career and tasks, or team members do not reasonably match.		3 Attire reflects a recognized industry standard, but noticeable issues with neatness or how clothing is worn detract from professional appearance.		5 Appearance is neat and professional. Attire reflects a recognized industry standard, is worn properly, and reasonably matches among team members.	
Professional Behavior Maintains a professional demeanor, stays attentive and engaged, and communicates appropriately for the role and situation throughout the event.	0 Professional demeanor and role-appropriate engagement are not demonstrated.	1 2 Shows limited professional demeanor. Communication or engagement remains too casual or disconnected from the role.	3 Generally presents professionally, but communication, attentiveness, or engagement is inconsistent.	4 Maintains a professional demeanor, stays engaged, and communicates appropriately for the role.	5 Sustains a professional demeanor and attentive engagement throughout. Communicates with tact and adapts appropriately to the people and situation.	
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	

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Criteria	Unattempted	Unsatisfactory	Satisfactory	Proficient	Exemplary	Points
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	
Overall Impact The video should be professional, compelling and impactful	0 None	2 4 Low engagement	5 6 Moderate impact	7 8 Strong impression	9 10 Compelling, professional, impactful	
Technical Quality						
Video Video should be a high quality recording.	0 Not viewable	2 4 Poor lighting, framing	5 6 Acceptable visuals	7 8 Clean and visually clear	9 10 Professional-quality visuals	
Audio Audio should be high quality and easy to hear	0 No Sound	2 4 Unclear/inconsistent	5 6 Understandable audio	7 8 Clear and stable audio	9 10 Professional-grade clarity	
Time Requirement The video should be 30-60 seconds in length	0 more than 20 seconds too long or too short	2 4 11-20 seconds too long or too short	5 6 5-10 seconds too long or too short	7 8 9 2-4 seconds too long or too short	10 Between 30 and 60 seconds	
					Total Score: _____ / 100 pts	

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