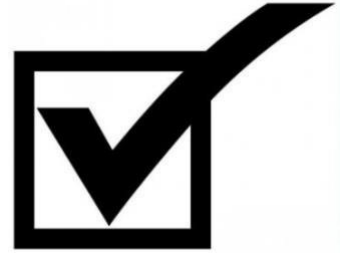


**BUSINESS
PROFESSIONALS**
of **AMERICA**
Giving Purpose to Potential



Digital Media Production

(420)

REGIONAL 2025

Topic:

Create a short 1:00 - 2:00 minute public service announcement (PSA) about anti-bullying, mental health awareness, or an environmental issue. This video must have an impactful message, a call to action, an opening graphic, and educational content.

Judging Procedure:

- As a team of judges, formulate two to three questions to ask at the conclusion of the presentation. Be sure to ask the same questions of each contestant.
- Contestants will present before a panel of judges and timekeeper.
- The length of set-up/wrap-up will be no more than three (3) minutes.
- The presentation will be no more than ten (10) minutes, which includes one-to-two (1:00-2:00) minute demonstration of digital media production; followed by judges' questions not to exceed five (5) minutes.
- Excuse contestants upon completion of judges' questions.
- **There can be no ties in the top ten (10) contestants.** It is the responsibility of the judges to break any ties.
- Administrator will fill out a ranking sheet prior to dismissing the judges.
- If more than one (1) section is necessary, finalists will be determined by selecting an equal number from each section.
- Give administrator all Judges' Rating Sheets, Judge Evaluation Sheets, and contest materials.
- No audience is allowed in the contest room.

Sample Questions:

- What challenges did you face when creating this project?
- What research did you conduct prior to creating your design?
- Why did you choose the software you used for this project?
- What is the main message of your video that you want your target audience to walk away with?
- Why did you choose to tell your message in that tone or style?
- What part of this project are you the proudest of?
- What problem-solving skills did you apply in this event?

Please double-check and verify all scores!