

Public Service Announcement - Teacher Recruitment Competition Checklist

Artifact Submission Deadline January 24th, 2025 by 11:59 pm

This checklist is based on the competition rubric and guidelines. Ensure each item is completed before submission.

Video Content

- ☐ **Target Audience:** Focus of attracting teachers by identifying the rewards and opportunities within the profession
 - ☐ **Video Length:** Ensure your video is between one and two minutes in running time.
 - ☐ **Marketing Strategy:** Clearly present your marketing strategy as a new, original idea.
 - ☐ **Clarity and Content**
 - Ensure your video is clear, specific, and compelling throughout.
 - Elevate the image of teaching and communicate the value of the profession.
 - Include elements that inspire others to consider a career in education.
 - ☐ **Creativity:** Must include catchy slogan
 - Use creative and inventive techniques to convey your message.
 - Make the video engaging, unique, and appealing for a wide audience.
 - ☐ **Professionalism**
 - Strive for high production value:
 - Picture and sound editing should be polished.
 - Shot composition, titles, and image quality should be professional.
 - ☐ **Include:**
 - Competition Name
 - Title of project
 - ☐ **Opening Credits:**
 - Name of school
 - City
 - State
 - Cite all source media (music, images, video clips) not originally filmed by student
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Presentation and Q&A Practice

- ☐ **Content**
 - Organize your presentation in a comprehensive and professional manner.

- Cover all guideline points thoroughly.
 - ☐ **Vocal Delivery**
 - Maintain clarity of voice, pacing, and tone for maximum impact.
 - ☐ **Presence**
 - Use eye contact, posture, and professional demeanor to engage the audience.
 - ☐ **Q&A Responses**
 - Show thoughtfulness and depth of understanding in your responses.
 - ☐ **Length of Presentation**
 - When presenting, ensure your presentation is between seven and 10 minutes.
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Reminders

- **Deadlines:** Upload video by January 24, 2025
- **Rehearsals:** Practice your presentation multiple times to ensure clarity and confidence.