

Public Service Announcement (PSA) Helpful Tips & Judging Criteria

Helpful Tips

- ❖ Develop a slogan or message, using your own words. Go to www.youngworkers.org and click on "For Teens" to make sure you know teens' rights on the job, and for more ideas.
- ❖ Bilingual or multilingual PSAs are encouraged, especially in languages commonly spoken in California, such as Spanish, Chinese, or Vietnamese (please attach English translation).
- ❖ Express yourself:
 - Speak clearly - we want your message to be understood by all.
 - Get your friends involved for more than one voice.
 - Use humor, puns, clever twists of phrasing. Be witty!
 - Use music.
- ❖ Emphasize young worker health and safety:
 - There are special laws that protect teens - make sure you know your rights on the job.
 - Teen workers need to know how to recognize hazards, and should speak up when they see something wrong.
 - Employers are responsible for providing a safe workplace and training on how to stay safe at work.
 - If you don't know how to do the job, ask for help. Make sure you know how to do your work safely.

- Good co-workers look out for each other.
 - Focus on a particular hazard, such as one of the hazards common in teen workplaces like slippery floors, hot grease and hot surfaces, knives, box-cutters, other sharp tools, heavy or awkward lifting, dangerous machinery, pesticides, and ladders.
- ❖ We're looking for *positive* messages to share with other teens!

Judging Criteria

All submittals will be evaluated on the following criteria:

- ❑ Impact - a transferable safety message
- ❑ Clearly defined message
- ❑ Creativity
- ❑ Originality
- ❑ Youth appeal
- ❑ Overall production values / Technical competence
- ❑ Video and audio quality
- ❑ Clarity of information
- ❑ Presentation effectiveness

We are looking for innovative, creative, and original submissions. Entries should provide the youth perspective on workplace safety, promoting the importance of a safe work environment to your peers.