



ETHICAL LEADERSHIP CHALLENGE

DECA chapters are invited to participate in the Ethical Leadership Challenge. DECA is hosting this challenge in partnership with MBA Research and with support from the Daniels Fund Ethics Initiative High School Program with these awards:

1st place chapter (\$1,000)

2nd place chapter (\$500)

3rd place chapter (\$250)

The Challenge is Simple: Develop a 60 second (or less) public service announcement (PSA) video describing the nature of ethics. The PSA should be designed to educate your local community and those afar through social media about the importance of ethics. You can be as creative as you like in creating and producing your PSA, but the video should be no more than 60 seconds.

Here Is How The Challenge Works:

1. Each chapter can submit one PSA video entry, so work on this as a chapter project.
2. Your mission is to create a PSA video showcasing the importance of ethics. The video can be no more than 60 seconds.
3. You will then share your PSA video on social media to create the most social buzz for your PSA while spreading your message.
4. The “judges” are your social media fans, so enlist the help of your entire chapter’s network to “vote up” your PSA. We’ll also be sharing it on social media, inviting our followers to voice their opinion.

Creating Your PSA:

1. **Choose Your Topic** — This should be around the nature of ethics.
2. **Do Your Research** — MBA Research has provided a 20-minute instructional video to use with your chapter on the Nature of Ethics, in addition to providing the “Rules To Live By” LAP.
3. **Consider Your Audience** — This is important to consider as you begin writing your script and storyboarding.
4. **Story Board and Script Writing** — Craft your message to be clear, concise and compelling. How will you tell your story?
5. **Film and Edit the PSA** — Put together your PSA video of no more than 60 seconds.
6. **Publish and Share the PSA** — A PSA is no good if it doesn’t get out the word! That’s the whole purpose of the social media component of the challenge.

Here are some helpful links for creating a PSA:

- <https://www.adcouncil.org> – samples of PSAs
- <https://www.govtech.com/education/How-to-Create-the-Perfect-Public-Service-Announcement.html>
- <https://www.teachwriting.org/blog/2018/4/11/public-service-announcements-a-how-to-guide-for-teachers>
- <https://mediatracks.com/resources/how-to-write-a-public-service-announcement/>
- <https://www.cision.ca/resources/tip-sheets/psa-bestpractices/>

Timeline:

Now until Thursday, April 22 at 3:00 p.m. ET	<ul style="list-style-type: none"> ▪ Develop your PSA. ▪ Create your video PSA of up to 60 seconds in length. ▪ Upload your video to Votigo.
Thursday, April 22 at 4:00 p.m. ET until Friday, April 30 at 4:00 p.m. ET	Share your concept on social media to generate votes for your concept.
Friday, April 30 at 4:00 p.m. ET	Voting Closes
Thursday, May 6 at 8 p.m. ET	Announcement of Winners during the Grand Awards Session