

# Public Service Announcement



## **New for 2016 - 2017**

*Editorial updates and clarifications have been made to guidelines. A Round One rating sheet has been added to replace the preliminary screening rubric. Envelope containing PSA and documentation will now be turned in with membership division, school name, and member names clearly printed on the front. All competitors are required to create a profile on STEM Premier and upload a link to their PSA to the Public Service Announcement competitive event.*

**Purpose:** To encourage HOSA members to analyze the general public's understanding of a health issue, and to use technology to produce a public service announcement that informs the community about an important health issue.

**Description:** In this event, teams consisting of three-six (3-6) members will produce a 30-second Public Service Announcement (PSA). The PSA will promote a health service organization, bring awareness to a health situation, or educate the public at large in regard to health and well-being. Round One will be the viewing only of the PSA by the judges. Selected teams will give their presentation to a set of judges in Round Two.

## **2016 - 2017 Topic:** **My Preparedness Story: Staying Healthy and Resilient!**

*Questions that would be answered in the video would include "What actions are you taking to make your community healthy and resilient before or after a disaster?" and "How do these actions help you and your community withstand, manage, and recover from disasters?"*

**Dress:** Competitors must be in official HOSA uniform or proper business attire. Bonus points will be awarded for [proper dress](#). All team members must be properly dressed to receive bonus points.

**Rules and Procedures:**

1. Competitors in this event must be active members of HOSA in good standing in the division in which they are registered to compete (Secondary or Postsecondary/Collegiate).
2. Competitors must be familiar with and adhere to the ["General Rules and Regulations of the National HOSA Competitive Events Program \(GRR\)."](#)

### **The PSA**

3. The PSA may be recorded on a DVD or USB Flash Drive. The DVD should be recorded at standard play or on a mini-DV and must be in minus R format. A USB flash drive can be used with the PSA in Quicktime format. It is the team's responsibility to assure that the DVD is broadcast quality and will play on a standard DVD player or computer. The DVD or USB Flash Drive must be labeled with the state, school name, and team member's names.

4. The PSA must be original with the teams drawing upon artistic, musical, written, and technical skills to create an original production. Running times will be considered as first fade/visual/sound to the last.
5. The beginning of the PSA may include a title. The end of the PSA may include credits for the team members or HOSA chapter. Teams may use creativity when adding the title and credits to the PSA. The title and credits will be counted in the 30-second time limit.
6. The PSA on the DVD or USB Flash drive must be “show ready” with black lead at the beginning and end of each PSA. The pure black lead and end does not count as part of the 30 second length of the PSA.
7. The team will choose the genre (comedy, drama, documentary, musical video, etc.) and target audience they think will work best with their PSA to promote the subject/theme.
8. The work on this PSA must be completely accomplished by team members. They may receive instruction in filming and editing from an outside source, however, the actual filming, editing, and all production steps must be accomplished by team members. This does NOT include the actors. Actors may or may not be members of the team. Advisors must sign the Validation Form, found in these guidelines, verifying that only team members worked on the production of the PSA.
9. **If you are using any kind of music or copyright protected logos or material (including trademarked products) in the PSA, you and your chapter advisor are responsible for obtaining all necessary releases and meeting all legal requirements. Written permission to use copyright-protected material in your PSA must be included with the Copyright Form and submitted at the event appointment time.**
10. The PSA must be shown at the team’s school, in the community, on a local TV station, on YouTube, or played at a local radio station. The accompanying Air Date Form in these guidelines must be completed and submitted at the Round One appointment time. The form attests to the date(s) the PSA was presented, and requires the signatures of the community organization’s executive director, station manager, or school principal if it was aired at school.
11. EACH competitor on the team must create a profile on STEM Premier, an online platform that showcases talent and skills and brings students, colleges, companies, and possibilities together.
  - a. Competitors must create a profile and upload a link to their PSA to the Public Service Announcement competitive event on STEM Premier. Instructions for doing this will be available by August 31, 2016 at <http://www.hosa.org/guidelines>.
  - b. For regional and state conferences, the link to the PSA must be uploaded to STEM Premier by the state published deadline. For the International Leadership Conference, the link to the PSA must be uploaded to STEM Premier by May 15, 2017.
  - c. States will verify the link to the PSA has been uploaded prior to any regional or state conferences. National HOSA will verify the link to the PSA has been uploaded prior to the International Leadership Conference.

### **The Competitive Process: Round One**

12. Teams will report to the event site at their appointed time. The team **MUST** turn in the following forms/materials **IN A SEALED LARGE ENVELOPE** with the membership division, school name and team members clearly printed on the front.
  - ☐ DVD or USB Drive (labeled with state, school name & team members)
  - ☐ Air Date Form
  - ☐ Validation Form
  - ☐ Copyright form with all permission letters and licenses regarding the use of copyright-protected material
13. Teams will be ready with their copy of the PSA at their appointed Round One time. (They may NOT use the PSA that was submitted with the documentation.) Teams will bring a portable DVD player or laptop computer running on battery power. Teams will have one minute to prepare to show the PSA after entering the competition room.
14. Team members will operate the equipment to view the PSA. Judges will watch the PSA, along with the team members. Team members will not speak during Round One, and will leave the room after the end of the PSA with their equipment.
15. Judges will use the Round One rating sheets to judge each PSA.
16. The top secondary and postsecondary/collegiate teams from Round One will advance to Round Two, the PSA and presentation. *\* Note: These instructions do not apply when there are fewer than 15 to be judged. When there are fewer than 15 PSAs in a division, all competitors will participate in the Round Two presentation.*

### **The Competitive Process: Round Two**

17. Teams will be ready with their copy of the PSA at their appointed Round Two time. (They may NOT use the PSA that was submitted with the documentation.) Teams will bring a portable DVD player or laptop computer running on battery power. Teams will have one minute to prepare to show the PSA after entering the competition room. Team members may be asked to prepare for their presentation while the judges complete the rating forms from the previous team.
18. Team members will operate the equipment to view the PSA. Judges will watch the PSA, along with the team members.
19. After the PSA has been viewed, teams will be given 4 minutes to describe their creative process, public use of the PSA, and how they think the PSA will change the public's opinion, actions, or feelings. The team can replay the PSA, starting and stopping as desired, during the 4 minutes. A time card will be shown when there is one (1) minute remaining. Teams will be stopped after 4 minutes. At least three (3) members of the team must speak. The presentation must be orally **ONLY** with no presentation aids (which includes index cards and notes) or props, other than the PSA itself.
20. Judges will then have an additional 4 minutes to review the PSA and complete the Rating Sheet.
21. The DVD or USB Flash drive, the Air Date Form, the Validation Form, Copyright Form and all Permission Letters will become the property of National HOSA and will NOT be returned to the team after the event. By entering this event, the competitors grant permission for the airing of their PSA on the HOSA website.
22. In the event of a tie in Round One, a tie- breaker will be determined by the highest score on items on the rating sheet in order from top to bottom. In the event of a tie in

Round Two, a tie breaker will be determined by the areas on the rating sheet section(s) with the highest point value in descending order.

**Competitor Must Provide:**

- ☐ Event guidelines – one per team (orientation)
- ☐ Watch with second hand (optional)
- ☐ ONE large (9x12" or 10x14") envelope w/division, school name and team member names clearly printed on it
- ☐ DVD or USB drive with 30-second PSA (The copy turned in at the appointment time is for HOSA to keep. You WILL NOT get it back for the event)
- ☐ Signed Air Date Form
- ☐ Signed Validation Form
- ☐ Signed Copyright Form with copyright permission letters or proof of legal use of music, logos, etc... (if needed)
- ☐ Laptop or portable DVD player for showing the PSA (*HOSA will NOT provide a TV, DVD, electrical power, or connecting cables.*)
- ☐ Link to PSA, from each team member, uploaded to STEM Premier by deadline

**NOTE TO COMPETITORS:** The DVD or USB Drive and written materials turned in during the event appointment time at the International Leadership Conference **WILL NOT** be returned to the competitor.

DVD Labeling – Please do NOT use a stick-on label for your DVD. Use a print-on CD or Sharpie to write your state, school name, and team member's names on the DVD.

USB Drive Labeling – Please print state and school name initials on the flash drive.

CHECK WITH YOUR STATE ADVISOR to determine the process used for state competition. You may be asked to make extra copies of your DVD and written materials if you qualify for national competition.

Teams are encouraged to retain all original documents and videos, and submit copies for state and international competition. At each level of competition, you must follow the guidelines and turn in the materials indicated. They will NOT be mailed from State to International competition.

Teams will bring their own laptop computer or portable DVD player operating on battery power for showing the PSA. The PSA should be clearly visible to judges sitting 5 feet away from the screen. The PSA may be loaded on the hard drive of the computer. Teams still need to bring a copy of the PSA on a DVD or Flash Drive to turn in at their appointment time which will be kept by National HOSA.





**Required Personnel (Per Section):**

- ☐ One Event Manager (Per Event)
- ☐ One Section Leader
- ☐ One - three judges
- ☐ One-two event assistants per section
- ☐ One QA to provide quality assurance for the event by ensuring that the guidelines are followed and all event documents are complete.

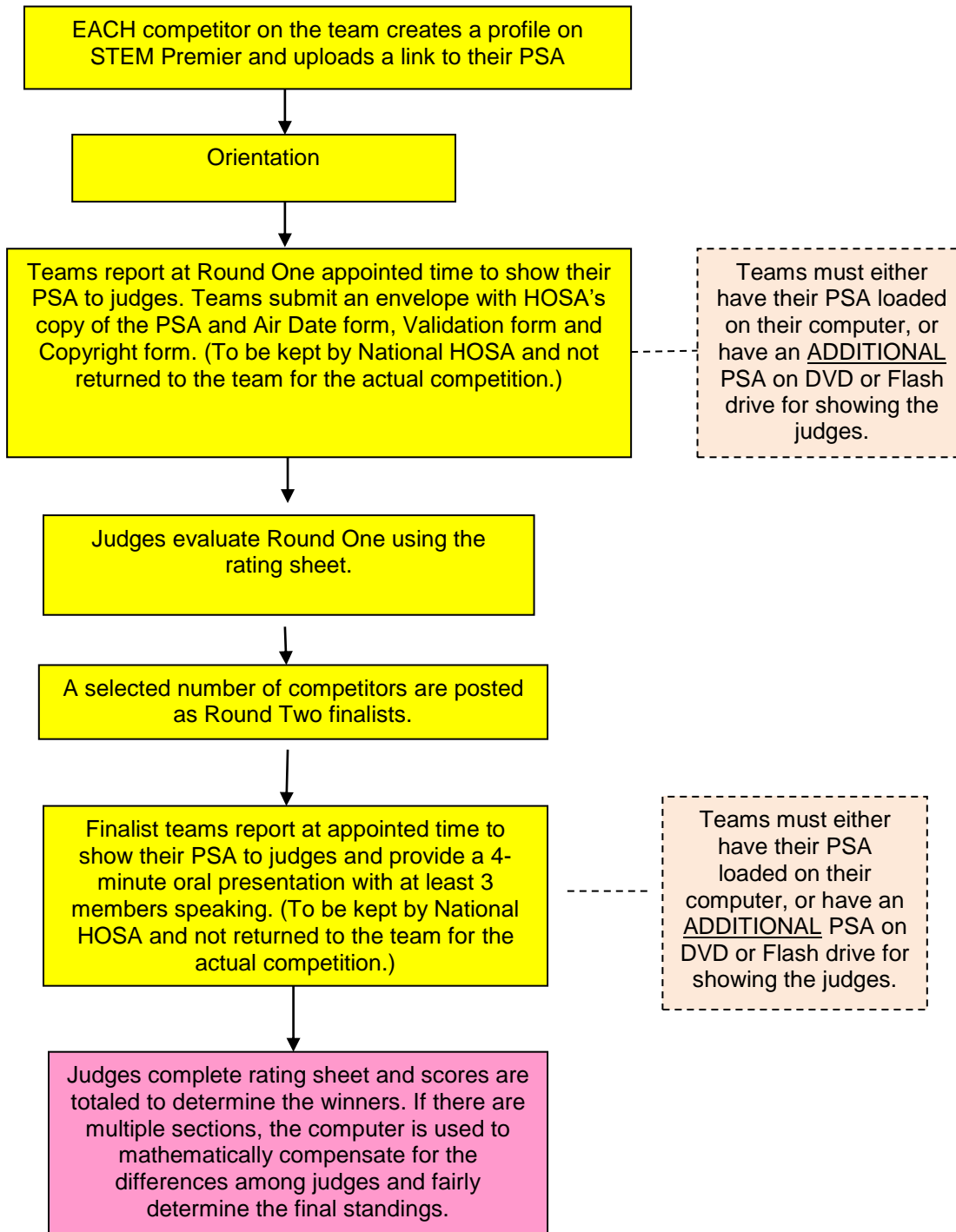
**Facilities, Equipment and Materials Checklist (Per Section):**

- ☐ One room per section, table for 2-4 judges
- ☐ Table/chairs for event personnel
- ☐ Competitor list by team/school for EM, QA, Section Leaders and Timekeepers
- ☐ Appointment labels (2 sets, one for envelope & one for team)- (optional)
- ☐ Sharpie © for labeling DVD or flash drive with team ID number
- ☐ Evaluation Forms – competitor, judge, and personnel
- ☐ #2 lead pencils with eraser to complete evaluations
- ☐ Flash card for 1 minute remaining
- ☐ Topic card – one per section
- ☐ Rating sheets – one per judge per team
- ☐ Copy of guidelines for judges
- ☐ Pencils for judges
- ☐ Stopwatch

## Icon Key

	Plagiarism or copyright violation is prohibited.
	Team event – Minimum and maximum (if greater than 2) number of team members.
	A computer is used at the ILC to provide a statistically fair method for balancing scores when multiple sections are scheduled.
	Round One scores are used to advance competitors to Round Two at the ILC.

## Event Flow Chart



# PUBLIC SERVICE ANNOUNCEMENT

## Submission, Topic, Audience and Copyright Information

<b>Submission</b>	All required event forms and the DVD must be submitted by the team during their assigned appointment time at the HOSA International Leadership Conference and will not be returned.
<b>Topic</b>	The topic is broad in an effort to give team members flexibility and creativity in developing their PSA. The PSA should draw attention to important aspects of the topic, and inform the public in a way that will save lives and/or promote healthy behavior.
<b>Audience</b>	You should consider the needs of the target audience when producing the PSA. A PSA that is appropriate for a school audience may not be appropriate if the target audience is senior citizens, the medical community, etc. Once you determine the specific goal of your PSA and needs of the target audience, be certain the PSA is seen by the appropriate audience in the community.
<b>Copyright</b>	The use of recorded music in a PSA is not covered by the Fair Practice Act or any educational exemption. Teams should purchase royalty-free music if they use recorded music in their PSA.

Royalty-free music is usually stock, instrumental music purchased for a single fee, with no subsequent royalties. There are a number of websites that sell royalty-free music and sound effects. A school media center or TV production class may have royalty-free music that you can use, or you may be able to work with a local TV/radio station or video production company to purchase royalty-free music.

Conduct an Internet search using the keyword "Royalty Free Music" or visit a site such as <http://www.royaltyfreemusic.com/>.

Permission is not required if a brief portion of copyrighted material is viewed incidentally (i.e. during the panning of a crowd, someone is seen holding "People" magazine. If the camera were to zoom in on this person to emphasize the magazine, it is no longer considered incidental and permission must be sought). Symbols, logos, characters, etc. that are trademarked must have a letter of permission to use (unless they are "incidental").

Permission is granted for HOSA chapters to use the HOSA emblem in the PSA.

***HOSA chapters are required to act responsibly and follow all applicable copyright laws in the production of a HOSA Public Service Announcement.***

# PUBLIC SERVICE ANNOUNCEMENT JUDGE'S ROUND 1 RATING SHEET

Section \_\_\_\_\_

Division: \_\_\_\_\_ SS \_\_\_\_\_ PS/C

Team # \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Items Evaluated		Points Possible						Points Awarded
		Superior ----- Poor						
Technical Quality	A. PSA is no longer than 30 seconds in length, not counting pure black lead in beginning and end of PSA	5 (True)		0 (False)				
	B. Completed air date, copyright, and validation forms included	10 (True)		0 (False)				
	C. Copy of PSA submitted on DVD or USB flash drive	5 (True)		0 (False)				
	D. A link to the PSA was uploaded to STEM Premier (by EACH competitor) by the state published deadlines for any regional and state conferences, and by May 15 <sup>th</sup> for the ILC.	5 (True)		0 (False)				
	<i>If any of the above items are not met, the competitor does <u>not</u> advance.</i>							
	E. PSA has smooth transitions	5	4	3	2	1	0	
	F. PSA has balanced, clear audio	5	4	3	2	1	0	
	G. Lighting, focus, and color are intentional and crisp	5	4	3	2	1	0	
Organization and Content	H. Evidence of originality exists	5	4	3	2	1	0	
	I. PSA evokes emotion and will be difficult to forget	10	8	6	4	2	0	
	J. PSA will be important for target audience, encourages positive behavior, and contains a powerful message	10	8	6	4	2	0	
	K. Realistic visual imagery provided	5	4	3	2	1	0	
	L. Writing (Words on screen must be clear, appropriate, & accurate)	5	4	3	2	1	0	
<b>Total Points</b>		<b>75 ----- 0</b>						

# PUBLIC SERVICE ANNOUNCEMENT JUDGE'S ROUND 2 RATING SHEET

Section \_\_\_\_\_

Division: \_\_\_\_\_ SS \_\_\_\_\_ PS/C

Team # \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Items Evaluated		Points Possible						Points Awarded
		Superior ----- Poor						
Organization and Content	<b>Purpose</b> (relevant, powerful message, important information)	10	8	6	4	2	0	
	<b>Effectiveness</b> (captures attention, the critical message stands out, evokes emotion)	10	8	6	4	2	0	
	<b>Treatment</b> (effective for target audience, encourages positive behavior)	5	4	3	2	1	0	
	<b>Writing</b> (Words on screen should be clear, appropriate, & accurate)	5	4	3	2	1	0	
	<b>Originality</b> (evidence exists)	10	8	6	4	2	0	
	<b>Visual imagery</b> (visuals support message, realistic setting)	5	4	3	2	1	0	
	<b>Talent</b> (actors believable and realistic)	5	4	3	2	1	0	
Technical Quality	<b>Audio</b> (balanced background music, silence used effectively)	5	4	3	2	1	0	
	<b>Exposure/Focus/Color</b> (sharp images, good lighting)	5	4	3	2	1	0	
	<b>Camera Technique/Composition</b> (movement, appropriate angles)	5	4	3	2	1	0	
	<b>Editing/clean transitions/synchronization</b>	5	4	3	2	1	0	
Presentation	Demonstrated a clear understanding of subject/theme and purpose of the PSA	10	8	6	4	2	0	
	Described the creative process and how team thinks the public has/will respond to their PSA.	5	4	3	2	1	0	
	Spoke clearly and distinctly with good grammar and articulation	5	4	3	2	1	0	
<b>TOTAL JUDGE POINTS</b>		<b>90 ----- 0</b>						
<b>POINTS GIVEN BY EVENT PERSONNEL:</b> - Presentation by at least 3 team members - A link to the PSA uploaded to STEM Premier (by each competitor) <i>by the state published deadlines for any regional &amp; state conferences, and by May 15<sup>th</sup> for the ILC.</i>		10 0						
<b>Total Points</b>		<b>100 ----- 0</b>						



## HOSA PUBLIC SERVICE ANNOUNCEMENT AIR DATE FORM

Please complete this form and submit it with your DVD or Flash Drive. PSAs without all required forms properly submitted, completed, signed and dated, will be assessed ten (10) penalty points. **No faxed forms will be accepted.** Type or print clearly. Duplicate this form if space for additional air dates is needed.

PSA Title \_\_\_\_\_

School \_\_\_\_\_

-----  
Air Date and Time \_\_\_\_\_

Location \_\_\_\_\_

Comments:

\_\_\_\_\_, Organization/Station Representative, School Admin  
Signature

\_\_\_\_\_  
Name (Printed) Title

-----  
Air Date and Time \_\_\_\_\_

Location \_\_\_\_\_

Comments:

\_\_\_\_\_, Organization/Station Representative, School Admin  
Signature

\_\_\_\_\_  
Name (Printed) Title

## HOSA PUBLIC SERVICE ANNOUNCEMENT COPYRIGHT FORM

Please complete this form and submit it with your DVD or Flash drive. PSAs without all required forms properly submitted, completed, signed and dated, will be assessed ten (10) penalty points. **No faxed forms will be accepted.** Type or print clearly.

**PSA Title** \_\_\_\_\_

**School** \_\_\_\_\_

Did this PSA include the use of any copyright-protected music, logos, images, characters or symbols?

☐ YES

☐ NO

If YES, please explain and attach permission forms, copy of royalty-free music source, etc...

### Signatures of Team Members and Date

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

