



Public Service Announcement

New for 2021-2022

If Be the Match is mentioned or their logo is included in the PSA, the following end page should be added to your PSA (found [HERE](#)). In addition, if your PSA is broadcast on social media, you are asked to tag Be the Match.

The rating sheet has been updated.
Editorial updates have been made for clarity.

Event Summary

Public Service Announcement provides members with the opportunity to use technology to produce a video public service announcement that informs the community about an important health issue. This competitive event consists of one round and each team consists of 3-6 people. All teams will show their PSA to a panel of judges as well as give a presentation about their creative process. This event aims to inspire members to be proactive future health professionals by producing a PSA to promote a health service organization, bring awareness to a health situation, or educate the public at large in regard to health and well-being.

2021-2022 PSA Topic: Bone Marrow Donation Saves Lives!

September 18th is World Marrow Donor Day. This kicks off opportunities for HOSA members to educate communities about the value and need for bone marrow donors this year. Bone marrow donation provides life-saving stem cells and may be the only hope for patients diagnosed with leukemia, lymphoma or other life-threatening diseases; yet 70% of those in need of transplants do not have a fully matched related donor. This year's PSA topic highlights how bone marrow donation transforms lives.

Successful PSA's could also include a call to action for potential donors to join a registry. Be the Match (HOSA Service Project partner) and The World Marrow Donor Association provide patients access to donors around the world, but new donors are needed every day. Be creative and highlight stories that inspire and remind us that Bone Marrow Donation Saves Lives!

To learn more about bone marrow donation visit [Be the Match](#) or the [World Marrow Donor Association \(WMDA\)](#).

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.

General Rules

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 HOSA Competitive Events Program \(GRR\)."](#)
3. All competitors shall report to the site of the event at the time designated for each round of competition. At ILC, competitor's [photo ID](#) must be presented prior to ALL

competition rounds.

The PSA

4. The PSA must be a video. It is the team's responsibility to assure that the PSA is broadcast quality and can be shown on a standard electronic device brought by the team.
5. 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 annual topic.
6. Length: The PSA can be no longer than 30-seconds. Running times will be considered as first fade/visual/sound to the last.
7. Title and Credits: 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.
8. The PSA must be "show ready" which may include a black lead at the beginning and end of each PSA. The pure black lead and end is optional and does not count as part of the 30-second length of the PSA.
9. The PSA must be original with the teams drawing upon artistic, musical, written, and technical skills to create an original video production. The Team 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. [Refer to GRR #14](#)
10. **Audience:** The team should consider the needs of the target audience when producing the PSA. A PSA that is shown to a school audience may not be appropriate if the target audience is senior citizens, the medical community, etc. Once the team determines the specific goal of the PSA and needs of the target audience, the team should be certain the PSA is seen by the appropriate audience in the community.
11. **Airing the PSA:** The PSA must be shown in the community (ie: at the team's school, in the community, on a local TV station, and/or on social media.) The accompanying Air Date Form in these guidelines must be completed and submitted. 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 to verify it was aired to an appropriate audience.
12. If any kind of music or copyright protected logos or material (including trademarked products) are used in the PSA, the team and the chapter advisor are responsible for obtaining all necessary releases and meeting all legal requirements. Written permission to use copyright-protected material in the PSA PSA must be uploaded to Tallo as part of the Copyright Form.

Required Digital Uploads

13. The following items must be uploaded by ONE member of the team, as a single document, .pdf preferred -
 - a. **Reference Page:** List the literature cited to give guidance to the PSA. American Psychological Association (APA) is the preferred

resource in Health Sciences. One page only. *Points will be awarded for compiling a clean, legible reference page, but the formatting of the reference page is not judged.*

b. **Copyright Form**

c. **Airdate Form**

- I. Link to the PSA 30 second video
- II. to Tallo for Secondary & Postsecondary/Collegiate divisions
- III. Uploads for ILC will be open from April 15th - May 15th for ILC qualified competitors only.

Instructions for uploading materials to Tallo (Secondary/Postsecondary divisions only) can be found [HERE](#).

NOTE: Chartered associations have the option to use hard copy submissions instead of digital submissions. Please check with your State Advisor to determine what process is used in your chartered association. For ILC, only digital submissions will be used for judging if uploaded by May 15th.

14. Reminder to refer to [GRR #24](#): By entering this event, competitor's materials become property of HOSA – Future Health Professionals, and are not returned to the competitors. Teams are encouraged to retain all original documents and videos, so that between each level of competition materials can be submitted as indicated. Materials will NOT be mailed or shared from Chartered Association to International competition.

Competitive Process with Judges

15. All teams will report to the event site at their appointed time and be prepared to show their PSA to judges. At ILC, [photo ID](#) must be presented prior to competing.
16. 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. (*HOSA will NOT provide a TV, DVD, electrical power, wi-fi, or connecting cables.*) Teams need to bring their own copy of the PSA, or have it loaded on their computer, in addition to uploading it to Tallo.
17. Teams will be ready with their PSA at their appointed time. 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, outlining key areas as described on the event rating sheet below. 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.
20. Use of index card notes during the presentation are permitted. Electronic notecards (on a tablet, smart phone, laptop, etc...) are permitted, but may not be shown to judges.
21. Props or costumes may not be used.
22. After the presentation, the team will leave the room with their PSA and the judges will then have an additional 3 minutes to complete the Rating Sheet.

Final Scoring

23. In the event of a tie, 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

- Link to PSA, along with .pdf of the reference page, air date, & copyright form, uploaded as a single document, by ONE *team member*, uploaded to Tallo by published deadline
- [Photo ID](#)
- Watch with second hand (optional)
- Electronic device on battery power for showing the PSA (*HOSA will NOT provide a TV, DVD, electrical power, or connecting cables*)
- #2 pencil (for evaluations)

HOSA PUBLIC SERVICE ANNOUNCEMENT AIR DATE FORM

Please complete this form and upload to [Tallo](#). PSAs without all required forms properly submitted, completed, signed and dated, will be assessed penalty points. Duplicate this form if space for additional air dates is needed.

PSA Title _____

School _____

Team Member Last Names (type or print): _____

Air Date and Time _____

Location _____

If posted online, type or print url:

Comments:

_____, Organization/Station Representative, School Admin, etc.

Signature

Name (Printed)

Title

Air Date and Time _____

Location _____

If posted online, type or print url:

Comments:

_____, Organization/Station Representative, School Admin, etc.

Signature

Name (Printed)

Title

HOSA PUBLIC SERVICE ANNOUNCEMENT COPYRIGHT FORM

Copyright

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 <https://www.royaltyfree-music.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 and logo in the PSA.

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

Please complete this form and upload to [Tallo](#). PSAs without all required forms properly submitted, completed, signed and dated, will be assessed penalty points. 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...

Print or Type Names of Team Members and Date

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

PUBLIC SERVICE ANNOUNCEMENT Judge's Rating Sheet

Competitor # _____ Judge's Signature _____

Team # _____ Division: SS _____ PS/C _____

1. One PDF file with Reference Page, Airdate Form, and Copyright Form Uploaded Online*: YES _____ NO _____
2. Link to the PSA 30 second video: YES _____ NO _____
- *If the materials are not uploaded, please note that applicable items on the rubric below cannot be judged.*

A. Overview	Excellent 5 points	Good 4 points	Average 3 points	Fair 2 points	Poor 0 points	JUDGE SCORE
1. Length	PSA is no longer than 30 seconds (not counting optional pure black lead in beginning and end of PSA).	N/A	N/A	N/A	PSA is longer than 30 seconds OR not submitted.	
2. Air Date Form	Air Date Form is submitted.	N/A	N/A	N/A	Air Date Form is not submitted.	
3. Copyright Form	Copyright Form is submitted.	N/A	N/A	N/A	Copyright form not submitted.	
4. Reference Page	Reference page is submitted.	N/A	N/A	N/A	Reference page not submitted.	
B. PSA TECHNICAL QUALITY	Excellent 10 points	Good 8 points	Average 6 points	Fair 4 points	Poor 0 points	JUDGE SCORE
1. Exposure/Focus/Color	Quality of exposure was excellent; the images are sharp, in focus and the lighting is highly effective to accurately tell the story.	The quality of the exposure/focus was good, although a few shots were blurry or did not come across clearly.	The quality of the exposure was average, the lighting was good and most of the images came across clearly.	The quality of the exposure was basic, several images were blurry, or lighting was either too bright or too dark.	PSA not submitted OR The quality of the exposure is poor. The PSA is often out of focus or the lighting makes the images hard to see.	
2. Audio	Effective & balanced approach to sound throughout the PSA. Excellent judgement and appropriate use of silence and music / audio to capture the message of the PSA.	The audio balance between background music and speaking parts was effective. Good judgement and appropriate use of silence and music / audio to capture the message of the PSA.	Average use of background music, silence and speaking parts were used to shape the message of the PSA. The audio didn't stand out one way or another or impact the overall message.	Audio levels were too loud or too soft, or picked up a great deal of background noise which made it difficult for the viewer to hear.	PSA not submitted OR The PSA included too much background noise and the message is not able to be understood due to poor quality of the audio.	
3. Editing / clean transitions / synchronization***	Excellent use of video effects; editing and transitions are clear and there is high quality synchronization between the sound and video content.	Editing between scenes is strong, good transitions from scene to scene.	The editing and transitions between slides is average.	The editing was clunky. Inappropriate transitions between scenes.	PSA not submitted OR The scenes have too much movement causing distraction from the message. The editing and transitions between scenes is poor.	

B. PSA TECHNICAL QUALITY	Excellent 10 points	Good 8 points	Average 6 points	Fair 4 points	Poor 0 points	JUDGE SCORE
4. Camera Technique / Composition	Excellent use of capturing the composition of movement and angles to make the story come to life. Advanced ability & unique perspective to allow the film to tell the story.	Camera technique is good and the composition of scenes tell a story. Angles and movement could be captured in a way to make the story come to life better.	The camera technique is of average skill and the composition does not stand out to the viewer.	Some evidence of thoughtful camera technique but captured intermittently throughout the PSA. Most scenes were filmed at a basic level.	PSA not submitted OR The camera technique was basic, front facing shots with no evidence of intentional composition of the angles of the camera technique.	
C. PSA CONTENT	Excellent 10 points	Good 8 points	Average 6 points	Fair 4 points	Poor 0 points	JUDGE SCORE
1. Effectiveness	The message of the PSA did an extraordinary job at captivating the attention of the audience and activating a clear message that evokes emotion. It translates an important message. PSA aligns to annual topic of HOSA Making A Difference.	The message of the PSA did a good job capturing the attention of the audience. The message stood out and evoked emotion. The PSA was interesting and thoughtful.	The message and content captured the attention of the audience. More could have been done to evoke emotion and share the content theme.	The effectiveness of the message needed more attention to detail. The PSA could have done a better job at connecting to the audience and delivering the overall message.	PSA not submitted OR The message of the PSA was not effective. It did not capture the attention of the audience or deliver a critical message. The content did not evoke emotion or relay important information.	
2. Impact	The message is highly impactful for the target market and encourages a "call to action" in a positive manner.	The message is good but could have a more specific impact to the target market and could inspire behavior change slightly more effectively.	The message of the PSA was educational but did not impact the audience to action.	The impact of the message was not communicated clearly. The PSA did not inspire the audience to action.	PSA not submitted OR The PSA was not impactful and did not encourage positive behavior or elicit any emotion by the viewer.	
3. Creativity and Originality	The PSA is extremely creative, clever and original. Excellent!	The PSA is good. Creative messaging and original content were displayed.	The PSA provided an average amount of creativity and originality.	The creativity in the PSA was basic. Little originality was included.	PSA not submitted OR No original thoughts or creative concepts were used in this PSA.	
4. PSA leaves judges wanting to know more	When are you filming your next PSA? The judge is waiting on the edge of their seat to see your next work!	Great job! The judge wants to watch your next PSA.	Judge liked this PSA but may or may not be interested in seeing more.	This PSA was okay, but judge probably won't go looking for any more.	PSA not submitted OR Judge has seen enough.	
C. PSA CONTENT	Excellent 5 points	Good 4 points	Average 3 points	Fair 2 points	Poor 0 points	JUDGE SCORE
5. Realistic visual imagery provided	Visual imagery was believable and realistic, and enhanced the message being portrayed.	Most of the imagery was realistic and believable.	An average amount of realistic imagery was provided.	A fair amount of realistic visual imagery was provided.	PSA not submitted OR The visual imagery was not realistic.	

C. PSA CONTENT	Excellent 5 points	Good 4 points	Average 3 points	Fair 2 points	Poor 0 points	JUDGE SCORE
6. Talent	Actors were extremely talented and delivered a message that was believable and realistic. Professional-level quality of talent was delivered.	The actors did a good job delivering a message that was believable and realistic.	The talent in regard to the actors was average. The material seemed forced.	The actors could have used more rehearsing to create a more believable product.	PSA not submitted OR The actors were not believable in delivering their message. Much more effort needed.	
7. Writing	The word choices and placement on screen were of high quality and enhanced the message. No spelling/grammatical errors.	The PSA did a good job highlighting the written words to emphasize the message. Few, if any, spelling/grammatical errors.	The words written in the PSA were mostly clear (small lettering, too many words, text hard to read, etc). More accuracy would have enhanced the message.	The writing displayed in the PSA was of fair quality. More focus and accuracy needed. Spelling/grammatical errors were distracting.	PSA not submitted OR The PSA writing was not appropriate or accurate in the project delivery.	
D. PRESENTATION CONTENT	Excellent 10 points	Good 8 points	Average 6 points	Fair 4 points	Poor 0 points	JUDGE SCORE
1. Creative process	Exceptional description of the team's creative process outlining how they came up with their idea and how they developed the PSA.	Above average description of the team's creative process outlining how they came up with their idea and how they developed the PSA.	The description of the creation of the PSA was moderate and somewhat described the creative process.	The description of the creation of the PSA was only fairly effective and only briefly described the creative process.	The team was unable to effectively describe their journey of creating the PSA.	
2. Public use of the PSA	The team incorporated a thoughtful implementation strategy to showcase their PSA to a public audience. The team is able to describe their process to make this happen and the impact/response of the audience reaction.	The PSA was disseminated to a public audience and the team was able to share the impact of the public viewing.	The team adequately described the process of how the public viewed their work.	The team did not think through how they would launch their PSA to a public audience. The public use came across to the judges as an after-thought.	No mention of the public use of PSA was offered during the presentation.	
3. Public Response	Excellent description on how the PSA will change the public's opinion, action, or feelings on the topic. A strong emotional connection was present.	The competitors did a good job describing how the PSA will change the public's opinion, actions, or feelings. An emotional connection was attempted.	The team made a good attempt at describing how the PSA will change the public's opinion, actions or feelings, but fell short.	Team members vaguely described how the PSA will change the public's opinion, actions and feelings.	No mention of how the PSA will change the opinion of the public's thoughts, actions or opinions.	

D. PRESENTATION CONTENT	Excellent 10 points	Good 8 points	Average 6 points	Fair 4 points	Poor 0 points	JUDGE SCORE
4. Understanding of the subject/ theme and purpose of the PSA.	It is evident that this team has a clear understanding of the subject/theme and purpose of the PSA. Excellent Presentation.	Through most of the presentation, the team was able to demonstrate the purpose of the PSA. Good presentation.	Occasionally the team members were able to demonstrate a clear understanding of the subject, theme and purpose of the PSA.	The team did not demonstrate a clear understanding of the subject, theme and purpose of the PSA. More attention to detail is needed.	No mention of the purpose of PSA, Team members appeared unclear as to subject/theme and purpose of PSA.	
E. PRESENTATION DELIVERY	Excellent 10 points	Good 8 points	Average 6 points	Fair 4 points	Poor 0 points	JUDGE SCORE
1. Voice Pitch, tempo, volume, quality	Each competitor's voice was loud enough to hear. The competitors varied rate & volume to enhance the speech. Appropriate pausing was employed.	Each competitor spoke loudly and clearly enough to be understood. The competitors varied rate OR volume to enhance the speech. Pauses were attempted.	Each competitor could be heard most of the time. The competitors attempted to use some variety in vocal quality, but not always successfully.	Judges had difficulty hearing /understanding much of the speech due to little variety in rate or volume.	The competitor's voice is too low or monotone. Judges struggled to stay focused during the majority of presentation.	
2. Stage Presence Poise, posture, eye contact, and enthusiasm	Movements & gestures were purposeful and enhanced the delivery of the speech and did not distract. Body language reflects comfort interacting with audience. Facial expressions and body language consistently generated a strong interest and enthusiasm for the topic.	The competitors maintained adequate posture and non-distracting movement during the speech. Some gestures were used. Facial expressions and body language generated an interest and enthusiasm for the topic.	Stiff or unnatural use of nonverbal behaviors. Body language reflects some discomfort interacting with audience. Limited use of gestures to reinforce verbal message. Facial expressions and body language are used to try to generate enthusiasm but seem somewhat forced.	Most of the competitor's posture, body language, and facial expressions indicated a lack of enthusiasm for the topic. Movements were distracting.	No attempt was made to use body movement or gestures to enhance the message. No interest or enthusiasm for the topic came through in presentation.	
3. Diction*, Pronunciation** & Grammar	Delivery emphasizes and enhances message. Clear enunciation and pronunciation. No vocal fillers (ex: "ahs," "uh/ums," or "you-knows"). Tone heightened interest and complemented the verbal message.	Delivery helps to enhance message. Clear enunciation and pronunciation. Minimal vocal fillers (ex: "ahs," "uh/ums," or "you-knows"). Tone complemented the verbal message	Delivery adequate. Enunciation and pronunciation suitable. Noticeable verbal fillers (ex: "ahs," "uh/ums," or "you-knows") present. Tone seemed inconsistent at times.	Delivery quality minimal. Regular verbal fillers (ex: "ahs," "uh/ums," or "you-knows") present. Delivery problems cause disruption to message.	Many distracting errors in pronunciation and/or articulation. Monotone or inappropriate variation of vocal characteristics. Inconsistent with verbal message.	
4. Team Participation	Excellent example of shared collaboration in the presentation of the project. Each team member spoke and carried equal parts of the project presentation.	All but one person on the team was actively engaged in the project presentation.	The team worked together relatively well. Some of the team members had little participation.	The team did not work effectively together.	One team member dominated the project presentation.	
Total Points (195):						

* Definition of Diction – Choice of words especially with regard to correctness, clearness, and effectiveness.

** Definition of Pronunciation – Act or manner of uttering officially.

***Synchronization- the operation or activity of two or more things at the same time or rate.