



PUBLIC SERVICE ANNOUNCEMENT

Purpose: To encourage health science students to analyze the general public's understanding of a healthcare issue, and to use technology to produce a public service announcement that informs the community about an important healthcare 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 healthcare service organization, bring awareness to a healthcare situation, or educate the public at large in regard to health and well-being.

2009-10 Topic: "Let's Get Ready, America!"

www.ready.gov Ready is a national public service advertising campaign designed to educate and empower Americans to prepare for and respond to emergencies including natural disasters and potential terrorist attacks. The goal of the campaign is to get the public involved and ultimately to increase the level of basic preparedness across the nation.

Dress: Competitors must be in official HOSA uniform or proper business attire. Bonus points will be awarded for proper dress.

- Rules and Procedures:**
1. Competitors in this event must be active members of HOSA in good standing in the membership division in which they are registered to compete (Secondary or Postsecondary/ Collegiate).
 2. The development of the specific subject/theme shall be the responsibility of the National Competitive Events program staff. The subject/theme will be selected each summer and will be announced in HOSA publications and on the National HOSA website at www.HOSA.org.
 3. Team numbers and order of competition will be pre-assigned on a random selection basis.
 4. The PSA will be recorded on a DVD recorded at standard play or a mini-DV. The DVD must be in minus R format and must be a DVD and NOT CD RW disk. It is the team's responsibility to assure that the DVD is broadcast quality and will play on a standard DVD player or computer.
 5. 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.
 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 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.

9. 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.
10. **If you are using any kind of music or copyright protected logos or material 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 orientation.**
11. All entries must be accompanied by a Release Form giving HOSA permission to copy and broadcast the PSA's at their discretion. All persons appearing in the Public Service Announcement are required to sign this Release Form. If any person is under the age of 18, the signature of a parent or guardian must be included.
12. The PSA must be shown at the team's school, in the community, or on a local TV station. The accompanying Air Date Form in these guidelines must be completed and submitted at the Orientation. 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.
13. The DVD must be "show ready" with black lead at the beginning and end of each PSA.
14. Teams shall report to the scheduled event orientation at the appropriate time and place designated. During the orientation, the team MUST turn in the following forms/materials IN A SEALED LARGE ENVELOPE with the school name and team members clearly written on the front.
 - DVD
 - Air Date Form
 - Validation Form
 - Release Form
 - Copyright form with all permission letters and licenses regarding the use of copyright-protected material
15. Event personnel will review the packet of materials and determine if all eligibility requirements for the event have been met. Only PSAs with all required forms properly submitted, completed, signed and dated, will be judged.
16. Team members will report to the event site at the appointed time and location. Teams will bring a DVD player or laptop computer. 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.
17. Team members will operate the equipment to view the PSA. Judges will watch the PSA, along with the team members.

18. 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 or props, other than the PSA itself.
19. Judges will then have an additional 4 minutes to review the PSA and complete the Rating Sheet.
20. The DVD, the Air Date Form, the Validation Form, the Release Forms, Copyright Form and all Permission Letters will become the property of National HOSA and will **NOT** be returned to the team after the event.
21. Competitors must be familiar with and adhere to the **“General Rules and Regulations of the National HOSA Competitive Event Program.”**

Required Personnel (Per Section): (SS level event; PS/C level event)

1. One Event Manager (Per Event)
2. One Section Leader
3. Two - four judges (one or two health care professionals and one or two mass media professionals/videographers preferred)
4. One Courtesy Corps Member

Facilities, Equipment and Materials (Per Section):

1. One room per section, table for 2-4 judges and an electrical power source
2. Table/chairs for event personnel
- *** 3. ONE large (9 x 12" or 10x14") envelope
- *** 4. DVD with 30-second PSA
- *** 5. Signed Air Date Forms
- *** 6. Signed Validation Form
- *** 7. Signed Release Forms
- *** 8. Signed Copyright Form with copyright permission Letters or proof of legal use of music, logos, etc. (if needed)
- *** 9. Laptop or DVD player for showing the PSA
10. Permanent ink felt tip pen (Sharpie ©) for labeling DVD with team ID number
11. Judge Rating Sheets
12. Pencils for judges
13. Stopwatch
14. Time card that indicates one (1) minute remaining

*** Equipment to be brought to the event site by the competitor.

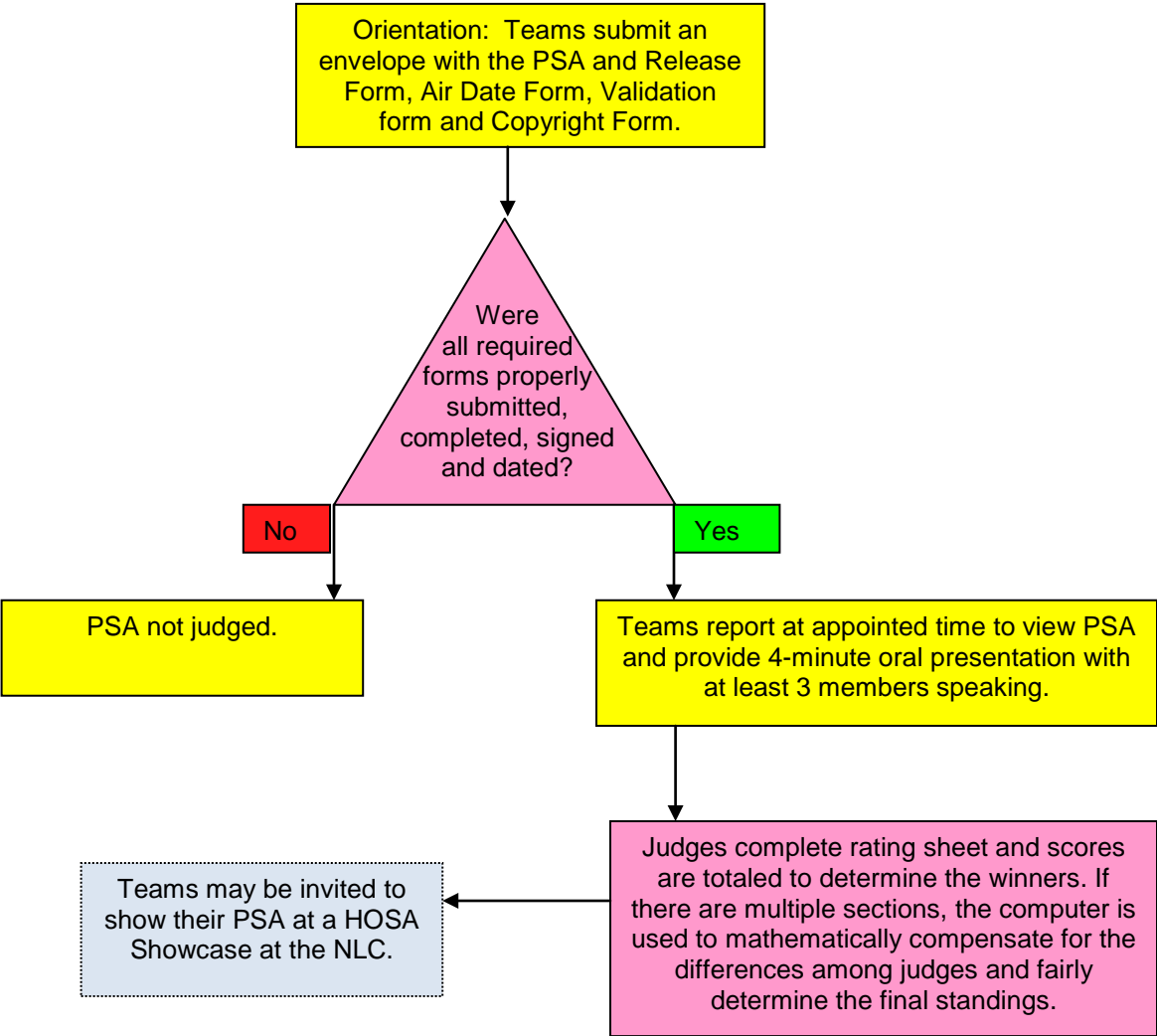
NOTE TO COMPETITORS: The DVD and written materials turned in during the event orientation at the National Leadership Conference **WILL NOT** be returned to the competitor.

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 national competition. At each level of competition, you must follow the guidelines and turn in the materials indicated at the event orientation. They will NOT be mailed from State to National competition.

New for 2009-10: Teams will bring their own laptop computer or DVD player 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 to turn in at orientation and to be kept by national HOSA.

Event Flow Chart



HOSA PUBLIC SERVICE ANNOUNCEMENT Submission, Topic, Audience and Copyright Information

- Submission** All required event forms and the DVD must be submitted by the team during the Event Orientation at the HOSA National Leadership Conference and will not be returned. All event materials should be returned to the team after state competition, unless otherwise noted by the state association.
- Topic** 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.
- Audience** 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.
- Copyright** The use of recorded music in a PSA is not covered by the Fair Practice Act or any educational exemption. Teams **MUST** secure written permission in the form of a Synchronization License or purchase royalty-free music if they use recorded music in their PSA.

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.

An option to consider would be to purchase Royalty Free Music. 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 go through the Amazon.com link on HOSA's website at <http://www.hosa.org/natorg/resource.html> to shop for royalty-free music.

Synchronization License

To include popular music as part of the Public Service Announcement, you will need the permission of both the music publisher and the record label. They will provide you with pricing information. A music publisher owns the song (that is the words and music) and a record company owns the sound recording (that is, what you hear, the artist singing, the musicians playing, the entire production).

Fees will be paid to the publisher and record company.

Publisher contact information can be found by searching the following three websites:

ASCAP <http://www.ascap.com/ace/search.cfm?mode=search>.

BMI <http://www.bmi.com/search/>,

SESAC http://www.sesac.com/repertory/repertory_main.asp.

For other assistance with locating publishers you can also try the Music Publishers Association at <http://www.mpa.org>.

The name and address of the record company should appear on the record label. For more information on the rights of record labels you may want to contact the Recording Industry Association of America (www.riaa.com), a trade organization for record labels, 1020 19th Street, N.W., Suite 200, Washington, DC, 202-775-0101. Phone (202) 775-0101

A few things to keep in mind:

- Music belongs to the publishers and labels and they have no obligation to give you permission, or even respond to your request (although most do).
- If someone doesn't respond, it doesn't mean you've been given permission
- Permissions take time (especially those being sought for free). Be sure you allow at least six weeks for copyright owners to respond.

FOR A FEE, these companies will do the work for you:

ZOOM LICENSE

<https://www.zoomlicense.com/>

EMG MUSIC CLEARANCE

E-mail: emginc@clearance.com

Phone: 818-762-9656

<http://www.clearance.com/>

PARKER MUSIC GROUP

<http://www.musicclearance.com/about.php?page=about>

Phone: 530-343-0300

THE MUSIC BRIDGE LLC

<http://www.themusicbridge.com/>

ThaBridge@aol.com

Phone: (310) 398-9650

SIGNATURE SOUND

Phone: (212) 989-0011

Toll Free: (800) 345-6757

<http://www.signature-sound.com/clearance.html>

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 RATING SHEET

Section _____

Level: _____ SS _____ PS/C

Team # _____

Judge's Signature _____

Areas Evaluated		Points Possible					Points Awarded
		Superior	Excellent	Good	Fair	Poor	
Organization and Content	Purpose (relevant, powerful message, important information)	10	8	6	4	2	
	Effectiveness (captures attention, the critical message stands out, evokes emotion)	10	8	6	4	2	
	Treatment (effective for target audience, encourages positive behavior)	5	4	3	2	1	
	Writing (clear wording, appropriate language, accurate information)	5	4	3	2	1	
	Originality	10	8	6	4	2	
	Visual imagery (visuals support message, realistic setting)	5	4	3	2	1	
	Talent (actors believable and realistic)	5	4	3	2	1	
Technical Quality	Audio (balanced background music, silence used effectively)	5	4	3	2	1	
	Exposure/Focus/Color (sharp images, good lighting)	5	4	3	2	1	
	Camera Technique/Composition (movement, appropriate angles)	5	4	3	2	1	
	Editing/clean transitions/synchronization	5	4	3	2	1	
Presentation	Demonstrated a clear understanding of subject/theme and purpose of the PSA	10	8	6	4	2	
	Described the creative process and how they think the public has/will respond to their PSA.	5	4	3	2	1	
	Spoke clearly and distinctly with good grammar and articulation	5	4	3	2	1	
PSA is 30 seconds in length		5					
Presentation by at least 3 team members		5					
Points Possible		100	72	54	36	18	
Total Points							

HOSA PUBLIC SERVICE ANNOUNCEMENT RELEASE FORM

Please complete this form and submit it with your DVD. No PSA will be judged without this information. **No faxed permission forms will be accepted.** Type or print clearly. Copy this form, if needed.

Team Information

Name	Age	Grade	PSA Role (Director, producer, script writer, actor, etc.)

School: _____
 School Address: _____
 School telephone number: _____
 E-mail addresses of PSA Producer (team member): _____

PSA Information

Title of 30-second PSA: _____
 Description of 30-second PSA: _____

Permission for Use of the Public Service Announcement (Team Members)

We grant permission for the Public Service Announcement made for this event to be viewed by anyone associated with the event, to be stored indefinitely in HOSA files, and to be used by HOSA to promote HOSA's role in preparing students for health careers, in the mass media, for perpetuity.

Team Members' Signatures and Date

Required signature of ALL persons appearing in the Public Service Announcement

If any person is under the age of 18, the signature of a parent or guardian must be included.

I hereby release HOSA, their employees, agents, successors and assigns from any claims or actions which may arise from this Public Service Announcement (PSA). I agree that the PSA shall be the property of HOSA. I give permission for the use of this PSA in HOSA competition and in future mass media broadcast.

Name (print)	Age or AD (Adult)	Signature (for minors, parents must sign)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

* Attach additional pages if necessary.

HOSA PUBLIC SERVICE ANNOUNCEMENT AIR DATE FORM

Please complete this form and submit it with your DVD. No PSA will be judged without this information. **No faxed forms will be accepted.** Type or print clearly. Duplicate this form if space for additional air dates are 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. No PSA will be judged without this information. **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, synchronization license, etc.

Signatures of Team Members and Date

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

PUBLIC SERVICE ANNOUNCEMENT VALIDATION FORM

Please complete this form and submit it with your DVD. No PSA will be judged without this information.
No faxed forms will be accepted. Type or print clearly.

PSA Title _____

School _____

Team Members

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

I verify that only team members worked on the production of this Public Service Announcement and that all team members are dues paying members of HOSA in good-standing (excluding actors). I understand and have explained to the team members that this provision has been included to prevent any type of professional assistance in completing the PSA. I believe that all work in this PSA is the original work of team members, and that the team has fulfilled all the requirements for this event, which includes compliance with applicable copyright laws and adherence to the event guidelines.

_____, Chapter Advisor
Signature

Date