

Public Service Announcement

New for 2018 - 2019

At ILC, [photo ID](#) must be presented prior to competing in each round. All team members must take an active role in the presentation. Use of notes during presentation is now permitted. At ILC, appointment times WILL NOT be distributed in hard copy to each competitor; appointment times will be posted on the HOSA App, HOSA website, and at CE Headquarters.

Purpose To encourage HOSA members to analyze the general public's understanding of a health issue, and to use technology to produce a visual 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 visual 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.

2018 - 2019 Topic: Be the First...Tobacco-Free Generation!

Be part of a change agent to make a difference and make a commitment to help people in your communities and, better yet, in your lives lead tobacco-free lives!

[CVS Health Be the First Initiative](#)
[CVS Health Be the First Launch](#)
[CVS Health Be the First...Resources and Partnerships](#)

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 HOSA Competitive Events Program \(GRR\)."](#)

- The PSA**
3. The PSA must be visual and 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” 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.
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, and/or on social media. 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 to verify it was aired to an appropriate audience.

ROUND ONE: The PSA

11. All teams will report to the event site for orientation. At ILC, [photo ID](#) must be presented prior to competing. They will then return at their appointed time and submit the following forms/materials IN A SEALED LARGE ENVELOPE with the HOSA chapter (name, number, and division), school name and team member names 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
12. 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.

13. 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.
14. Judges will use the Round One rating sheets to judge each PSA. The PSA must be in English for judging.
15. The top secondary and postsecondary/collegiate teams from Round One will advance to Round Two, the presentation. Number of advancing teams will be determined by criteria met in Round One and space available for Round Two.
16. 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.

ROUND TWO: The Presentation

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. At ILC, [photo ID](#) must be presented prior to competing.
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.
 - A. All team members must take an active role in the presentation.
 - B. 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.
20. After the presentation, the team will leave the room with their PSA and the judges will then have an additional 4 minutes to complete the Rating Sheet.
21. Scores from Round One will be added to Round Two to determine the final results.
22. The DVD or USB Flash drive, the Air Date Form, the Validation Form, Copyright Form and all Permission Letters will become the property of HOSA-Future Health Professionals 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.
23. 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.
24. For states that do not have a Round 1 and Round 2, they have the option of judging both the PSA and the presentation with the same set of judges OR they may have different judges for each item and add the scores together; whichever is fastest and most convenient to them.

Uploading to STEM Premier

The competitor must create a profile on STEM Premier, an online platform that showcases talent and skills and brings students, colleges, companies, and possibilities together.

Competitors will create their online profile by visiting – www.stempremier.com/hosa.

- a) The main purpose for the partnership with STEM Premier is two-fold: (1) to provide the HOSA member with a permanent, professional online portfolio to share with universities and future employers and (2) to obtain valuable analytical membership data for HOSA, including demographic, academic, and career interest information. Entities, outside of HOSA, CANNOT access this information without explicit member permission.
- b) Competitors must create a profile and upload a link to their PSA to the **Public Service Announcement** competitive event opportunity on STEM Premier. Detailed instructions for doing this are in step g below or available at www.hosa.org/STEMPremier.
- c) Regional and State Process:
 1. Competitors should check with their state advisor to see if STEM Premier is being used at the state level. If so, competitors should find out the deadlines for any regional or state conferences.
 2. The link to the PSA must be uploaded prior to the state published deadlines.
 3. States will verify the link to the PSA has been uploaded prior to any regional or state conferences.
- d) ILC Process:
 1. For those who advance to the ILC, the link to the PSA must be uploaded to STEM Premier by May 15, 2019.
 2. HOSA-Future Health Professionals will verify the link to the PSA has been uploaded prior to the International Leadership Conference.
- e) Changing Content:
 1. If a competitor uploads the link to the PSA for the regional and/or state level, it does not need to be resubmitted for ILC. Uploading the link to the PSA ONCE is sufficient for all three levels of competition (regional, state, ILC).
 2. **However**, competitors ARE allowed to change the content of their link to the PSA between conferences. IF such content changes are made, competitors should replace their original upload on STEM Premier with the most current version of their link to the PSA.
 3. The link to the PSA that is in STEM Premier on May 15, 2019 is considered final and may be used for judging at ILC 2019.
- f) STEM Premier Instructions
 1. Join STEM Premier-
 - a. Go to www.stempremier.com/hosa.
 - b. Click the “Start Your Free Profile” button and create your account.
 - c. Add HOSA to your profile-
 - i. Click the white “Profile” tab at the top left of the screen.
 - ii. Click the blue “Edit Profile” button at the top right of the screen (underneath where your profile picture is located).
 - iii. Select “Associations” from the bar on the left side of the screen.
 - iv. Search for and add “HOSA-Future Health Professionals”.
 2. Search for HOSA Competitive Event-
 - a. Select “Opportunities” at the top of your screen when logged in.
 - b. In the “Organization Name” search box type in “HOSA”; wait for the list of pre-populated organizations to appear, and then select your state association from the drop-down box (Example: HOSA-Future Health Professionals | California). Click the blue “Search” box.

- c. Select your competitive event from the list that appears to the right (Make sure that you have selected the proper state!).
3. Submit Materials and Apply for Competitive Event-
 - a. Follow the steps and provide required information for your event.
 - b. Click “Apply Now” when ready to submit.
 - c. You have until the state deadline (contact state advisor) or ILC deadline (May 15, 2019) to change any content and re-upload your submissions. The material in STEM Premier as of May 15, 2019 is considered final for ILC.
 - d. To edit your submission-
 - i. Click the profile picture on the top right of your screen in STEM Premier.
 - ii. Click “My Opportunities” and select your event.
 - iii. Follow the instructions for editing your submission.

Competitor Must Provide

- Link to PSA, from each team member, uploaded to STEM Premier *by deadline*
- Event guidelines – one per team (orientation)
- [Photo ID](#)
- Watch with second hand (optional)
- ONE large (9x12” or 10x14”) envelope w/HOSA chapter (name, number, and division), school name and team member names clearly printed on the front
- DVD or USB drive with 30-second visual 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 & Validation Forms
- 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.*)
- #2 pencil (for evaluations)

FOR SPECIFICS ON EVENT MANAGEMENT SEE [MANAGING COMPETITIVE EVENTS](#)

Required Personnel

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

Facilities, Equipment and Materials (Per Section)

- One room per section, tables for judges & personnel (see [HOSA Room Set](#))
- List of competitors for check-in
- Marker for labeling materials as needed
- Evaluation Forms – competitor, judge, and personnel
- #2 lead pencils (for judges & evaluations)
- Flash card for 1 minute remaining
- Copy of event topic for judges – one per section
- Rating sheets (both rounds) – one per judge per team
- Copy of guidelines for judges
- Stopwatch or timer, one per section
- List of competitors who have uploaded materials to STEM Premier by deadline.
- Hand Sanitizer (alcohol based handrub)

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.

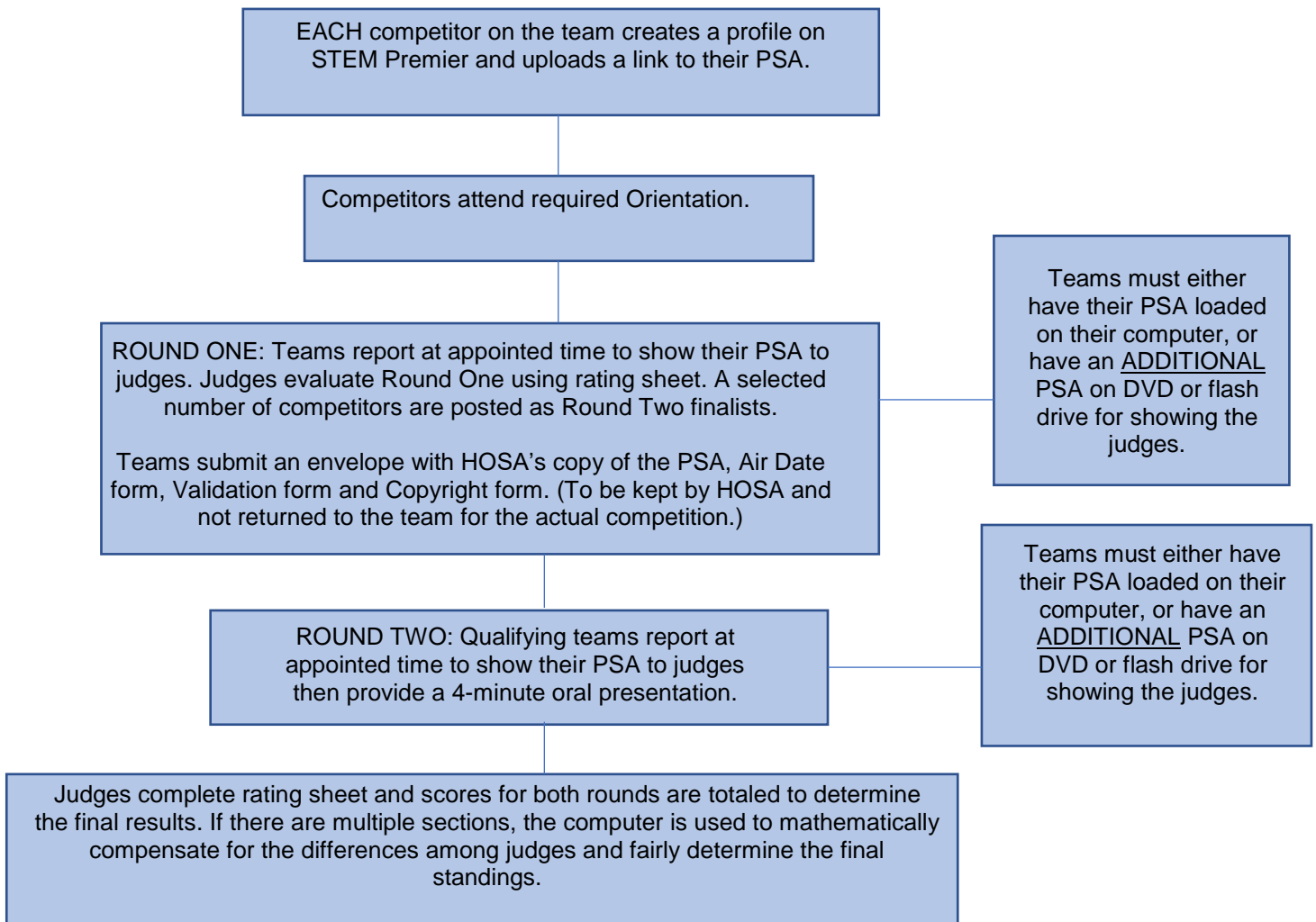
USB Drive Labeling – Please print state and school name initials on the flash drive.

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 HOSA, in addition to uploading it to STEM Premier.

Event Flow Chart



PUBLIC SERVICE ANNOUNCEMENT

Submission, Topic, Audience and Copyright Information

- Submission** 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. Each team member must upload the PSA link to STEM Premier, per the instructions above, by the published deadline.
- Topic** The topic is broad in an effort to give team members flexibility and creativity in developing their visual 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 visual 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 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 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-Future Health Professionals Public Service Announcement.

PUBLIC SERVICE ANNOUNCEMENT JUDGE'S ROUND 1 RATING SHEET – THE PSA

Section _____

Division: _____ SS _____ PS/C

Team # _____

Judge's Signature _____

Items Evaluated	Points Possible Superior ----- Poor						Points Awarded
No partial points are given in Section A. All five items <u>must</u> be completed to receive 40 points. If any portion is missing, Section A is scored a 0.							
A. POINTS FOR FOLLOWING GUIDELINES							
<input type="checkbox"/> PSA is no longer than 30 seconds in length (not counting optional pure black lead in beginning and end of PSA). <input type="checkbox"/> Copy of current PSA submitted on DVD or USB flash drive in large envelope with the HOSA chapter (name, number, and division), school name and team member names clearly printed on the front. <input type="checkbox"/> Original, completed air date, copyright, and validation forms included. <input type="checkbox"/> PSA is on topic and in English. <input type="checkbox"/> A link to the PSA was uploaded to STEM Premier (by EACH team member) by the published deadline.	40			0			
B. TECHNICAL QUALITY							
1. Exposure/Focus/Color (sharp images, good lighting)	10	8	6	4	2	0	
2. Audio (balanced background music, silence used effectively, clear audio)	10	8	6	4	2	0	
3. Editing / clean transitions / synchronization	10	8	6	4	2	0	
4. Camera Technique/Composition (movement, appropriate angles)	10	8	6	4	2	0	
C. CONTENT							
1. Effectiveness (captures attention, the critical message stands out, evokes emotion, important information)	10	8	6	4	2	0	
2. Treatment (effective for target audience, encourages positive behavior)	10	8	6	4	2	0	
3. Creativity and Originality	10	8	6	4	2	0	
4. Realistic visual imagery provided	5	4	3	2	1	0	
5. Talent (actors believable and realistic)	5	4	3	2	1	0	
6. Writing (Words on screen must be clear, appropriate, & accurate)	5	4	3	2	1	0	
7. PSA leaves judges wanting to know more	10	8	6	4	2	0	
TOTAL POINTS	135 ----- 0						

PUBLIC SERVICE ANNOUNCEMENT JUDGE'S ROUND 2 RATING SHEET – THE PRESENTATION

Section _____

Division: _____ SS _____ PS/C

Team # _____

Judge's Signature _____

Items Evaluated	Points Possible						Points Awarded
	Superior	-----	Poor				
No partial points are given in Section A. The item listed <u>must</u> be completed to receive 30 points. If any portion is missing, Section A is scored a 0.							
A. POINTS FOR FOLLOWING GUIDELINES							
<input type="checkbox"/> Nothing except PSA shown to judges	30		0				
B. PRESENTATION CONTENT							
1. Effectively described the creative process	10	8	6	4	2	0	
2. Effectively described the public use of the PSA	10	8	6	4	2	0	
3. Effectively described how the PSA will change the public's opinion, actions, or feelings	10	8	6	4	2	0	
4. Through the presentation, the team demonstrated a clear understanding of the subject/theme and purpose of the PSA	10	8	6	4	2	0	
C. PRESENTATION DELIVERY							
1. Voice (pitch, tempo, volume, quality)	5	4	3	2	1	0	
2. Stage Presence - (Appearance, poise, posture, eye contact, enthusiasm)	15	12	9	6	3	0	
3. Diction* and Pronunciation**	5	4	3	2	1	0	
4. Effective use of PSA to support presentation	10	8	6	4	2	0	
5. All team members took an active role in the presentation	5	4	3	2	1	0	
TOTAL POINTS	110		----- 0				

PUBLIC SERVICE ANNOUNCEMENT JUDGE'S COMBINED RATING SHEET

(This form may be used by states who do not do round 1/round 2 and who would like the content combined into one rating form for easier use by judges)

Section _____

Division: _____ SS _____ PS/C

Team # _____

Judge's Signature _____

Items Evaluated	Points Possible						Points Awarded
	Superior	-----	-----	-----	-----	Poor	
No partial points are given in Section A. All six items <u>must</u> be completed to receive 70 points. If any portion is missing, Section A is scored a 0.							
A. POINTS FOR FOLLOWING GUIDELINES							
<input type="checkbox"/> PSA is no longer than 30 seconds in length (not counting optional pure black lead in beginning and end of PSA). <input type="checkbox"/> Copy of current PSA submitted on DVD or USB flash drive in large envelope with the HOSA chapter (name, number, and division), school name and team member names clearly printed on the front. <input type="checkbox"/> Original, completed air date, copyright, and validation forms included. <input type="checkbox"/> PSA is on topic and in English. <input type="checkbox"/> A link to the PSA was uploaded to STEM Premier (by EACH team member) by the published deadline. <input type="checkbox"/> Nothing except PSA shown to judges.	70				0		
B. PSA TECHNICAL QUALITY							
1. Exposure/Focus/Color (sharp images, good lighting)	10	8	6	4	2	0	
2. Audio (balanced background music, silence used effectively, clear audio)	10	8	6	4	2	0	
3. Editing / clean transitions / synchronization	10	8	6	4	2	0	
4. Camera Technique/Composition (movement, appropriate angles)	10	8	6	4	2	0	
C. PSA CONTENT							
5. Effectiveness (captures attention, the critical message stands out, evokes emotion, important information)	10	8	6	4	2	0	
6. Treatment (effective for target audience, encourages positive behavior)	10	8	6	4	2	0	
7. Creativity and Originality	10	8	6	4	2	0	
8. Realistic visual imagery provided	5	4	3	2	1	0	
9. Talent (actors believable and realistic)	5	4	3	2	1	0	
10. Writing (Words on screen must be clear, appropriate, & accurate)	5	4	3	2	1	0	
11. PSA leaves judges wanting to know more	10	8	6	4	2	0	

D. PRESENTATION CONTENT								
12. Effectively described the creative process	10	8	6	4	2	0		
13. Effectively described the public use of the PSA	10	8	6	4	2	0		
14. Effectively described how the PSA will change the public's opinion, actions, or feelings	10	8	6	4	2	0		
15. Through the presentation, the team demonstrated a clear understanding of the subject/theme and purpose of the PSA	10	8	6	4	2	0		
E. PRESENTATION DELIVERY								
16. Voice (pitch, tempo, volume, quality)	5	4	3	2	1	0		
17. Stage Presence - (Appearance, poise, posture, eye contact, enthusiasm)	15	12	9	6	3	0		
18. Diction* and Pronunciation**	5	4	3	2	1	0		
19. Effective use of PSA to support presentation	10	8	6	4	2	0		
20. All team members took an active role in the presentation	5	4	3	2	1	0		
TOTAL POINTS	245	-----					0	

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 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 _____

If posted online, url: _____

Comments:

_____, Organization/Station Representative, School Admin
Signature

Name (Printed)

Title

Air Date and Time _____

Location _____

If posted online, url: _____

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 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. _____

PUBLIC SERVICE ANNOUNCEMENT VALIDATION FORM

Please complete this form and submit a copy at the event appointment time. PSAs without all required forms properly submitted, completed, signed and dated, will be assessed penalty points. **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 visual Public Service Announcement and that all team members are dues paying members of HOSA-Future Health Professionals 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 Printed Name

Date