



Public Service Announcement

Preliminary Round

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. Preliminary round will be the viewing of the PSA by the judges. Competitors should submit the video or a link to the video and all supporting documentation to Illinois HOSA via email at illinoishosa32+psa@gmail.com

2017-18 Topic:

Prediabetes: Stopping a Runaway Train

Rules and Procedures

1. Competitors in this event must be active members of HOSA-Future Health Professionals, 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)."
3. 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.
4. 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.
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 subject/theme.
6. 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.

7. 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 with the video.

8. 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 with the video. 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 it is was aired at school.

9. Judges will use the Preliminary Round rating sheets to judge each PSA. The PSA must be in English for judging.

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.
- 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.

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 _____

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 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 JUDGE'S PRELIMINARY ROUND RATING SHEET

Section _____

Division: _____ SS _____ PS/C _____

Team # _____

Judge's Signature _____

Items Evaluated	Points Possible						Points Awarded
	Superior	-----	-----	-----	-----	-----	
No partial points are given in Section A. All four items <u>must</u> be completed to receive 35 points. If any portion is missing, Section A is scored a 0.							
A. Points for following guidelines <input type="radio"/> PSA is no longer than 30 seconds in length (not counting pure black lead in beginning and end of PSA). <input type="radio"/> Completed air date, copyright, and validation forms included. <input type="radio"/> PSA is on topic and in English. <input type="radio"/> A link to the PSA was sent to Illinois HOSA (by EACH team member) by the published deadline.	30						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	
TOTAL POINTS	115	-----	-----	-----	-----	-----	0