

Public Service Announcement



New for 2022 - 2023

The rating sheet has been updated.

Editorial updates have been made for clarity.

Tallo upload process has been clarified.

The PSA is now shown only once at the beginning of the team presentation, not used throughout the presentation.

Required uploads at ILC will be pre-judged using digital submissions.

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 pro-active 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 regarding health and well-being.

2022-2023 PSA Topic: How to Talk to Friends and Family about Mental Health

According to Health and Wellness Magazine, the COVID – 19 pandemic has had a significant impact on people's mental health. A study completed by Boston University shows that depression rates tripled during the first year of the pandemic.

The website, [mentalhealth.gov](https://www.mentalhealth.gov), provides important information about recognizing signs of mental health problems and connecting people to help. Further, it provides information on how to start a conversation regarding mental health and how to find help for a friend in trouble.

Successful PSA's will educate the community on the resources available and helpful strategies for talking to those suffering with mental health issues. Let's make sure our friends and family know there is help available for them and how much they matter to us!

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.

Competitor Must Provide

- ONE team member uploads the PSA link, Airdate form, Copyright form, and Reference pages to Tallo by May 15 for ILC competition
- [Photo ID](#)
- Electronic device on battery power for showing the PSA

General Rules

1. Competitors in this event must be active members of HOSA in good standing.
2. **Eligible Divisions:** Secondary and Postsecondary/Collegiate divisions are eligible to compete in this event.
3. Competitors must be familiar with and adhere to the “[General Rules and Regulations of the HOSA Competitive Events Program \(GRR\)](#).”
 - Per the [GRRs #11](#) and [Appendix H](#), HOSA members may request accommodation in any competitive event. To learn the definition of an accommodation, please read [Appendix H](#). To request accommodation for the International Leadership Conference, [submit the request form here](#) by May 15 at midnight EST.
 - To request accommodation for any regional/state level conferences, please work with your local and state advisor directly. Accommodations must first be done at state in order to be considered for ILC.
4. 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 - Pre-judged Digitally

5. The PSA must be a video. It is the team’s responsibility to ensure that the PSA is broadcast quality and can be viewed by judges in pre-judging via a hyperlink.
6. 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.
7. Length: The PSA can be no longer than 30-seconds. Running times will be considered as first fade/visual/sound to the last.
8. 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.
9. 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.
10. 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 GRRs #14 & 15](#). Actors are not required - it is also acceptable to create digital animation and/or cartoons in the PSA.
11. **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.
12. **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.

13. 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

14. The following items **MUST** be uploaded to the Public Service Announcement ILC opportunity in Tallo by May 15 by one member of the team:
 - A. **Reference Page(s)**: List the literature cited to give guidance to the PSA. American Psychological Association (APA) is the preferred resource in Health Sciences. *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**
 - D. **Link** to the PSA 30 second video

May 15 at midnight EST is the **final deadline** and there will be **NO EXCEPTIONS** to receipt of the required materials after the deadline.

15. Items #14A-C will be uploaded as one combined pdf file. The link to the PSA will be uploaded as a separate hyperlink in Tallo.

16. **SECONDARY/POST-SECONDARY/COLLEGIATE:**
Detailed instructions for uploading materials to Tallo can be found [HERE](#).

17. State Leadership Conference (SLC) vs. HOSA's International Leadership Conference (ILC)
 - a. **State Leadership Conferences.** It is the competitor's responsibility to check with their Local Advisor for all state-level processes used for competition as Tallo might not be a requirement.
 - b. **International Leadership Conference.**
 - i. **If a competitor uses Tallo as a requirement at the SLC**, the competitor **MUST** upload an **ADDITIONAL** time to the ILC Tallo opportunity by May 15. The competitor may use the product(s) exactly as written for the SLC but, if the competitor wants to change the information, the competitor may upload a revised version for ILC.
 - ii. **If Tallo is NOT used at the competitor's SLC**, it is the competitor's responsibility to upload the product to Tallo for HOSA's ILC on the ILC Tallo opportunity no later than May 15. Not using Tallo at a competitor's State Leadership Conference is not an exception to the rule. **ALL competitors MUST** use Tallo for ILC competition.

18. The FINAL ILC digital upload deadline is May 15. We **STRONGLY** suggest not waiting until the last minute to upload online to avoid user-challenges with the system.

19. For ILC, the digital materials uploaded by May 15 will be **PRE-JUDGED**. Competitors who do not upload materials are **NOT** eligible for the presentation portion of competition and **will NOT be given a competition appointment time at ILC**. All digital content uploaded as of May 15 is what will be used for pre-judging at ILC.

Competitive Process with Judges - The Presentation

20. All teams will report to the event site at their appointed time.
21. At ILC, [photo ID](#) must be presented prior to competing.

22. Teams will bring their own laptop computer, tablet, or portable DVD player operating on battery power for showing the PSA. The PSA should be clearly visible to judges sitting up to 5 feet away from the screen. (HOSA will NOT provide a TV, DVD player, electrical power, wi-fi, AV, screen, or any connecting cables.) Teams need to bring their own copy of the PSA, loaded on their computer, in addition to uploading it to Tallo.
23. 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.
24. Team members will operate the equipment they brought to show the PSA to judges. Judges will watch the PSA, along with the team members. **Important note:** the PSA uploaded to Tallo by May 15 is the version that will be SCORED during pre-judging. The PSA shown by the team to judges at ILC is only used to help give judges context for the team's presentation. Team's should not change their PSA between the May 15 Tallo deadline and the ILC. See the rating sheet for details of what items are scored in pre-judging vs. the presentation.
25. 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. A timecard will be shown when there is one (1) minute remaining. Teams will be stopped after 4 minutes.
26. 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.
27. Props or costumes may not be used.
28. After the presentation, the team will leave the room and the judges will have an additional 3 minutes to complete the Rating Sheet.

Final Scoring

29. Scores from pre-judged PSAs will be added to the presentation score to determine the final results.
30. In the event of a tie, a tiebreaker will be determined by the areas on the rating sheet section(s) with the highest point value in descending order.

HOSA PUBLIC SERVICE ANNOUNCEMENT AIR DATE FORM

Please complete this form and upload to [Tallo](#). Duplicate this form if space for additional air dates is needed.

PSA Title _____

School _____

Link to video, type url:

Team Member Last Names (type or print): _____

Air Date and Time _____

Location _____

Comments:

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

_____ Title

Name (Printed)

Air Date and Time _____

Location _____

Comments:

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

_____ Title

Name (Printed)

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](#). Type 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 _____

For ILC, the digital materials uploaded by May 15 will be PRE-JUDGED. Competitors who do not upload materials are NOT eligible for competition and **will NOT be given a competition appointment time at ILC**. All digital content uploaded as of May 15 is what will be used for pre-judging at ILC.

| A. PSA 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. | 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. PSA aligns to annual topic. | The message and content captured the attention of the audience. More could have been done to evoke emotion and share the content theme. PSA aligns to annual topic. | 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 may not have aligned to the annual topic. | 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. PSA did NOT align to annual topic. | |
| 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. 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 emphasis 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. | |
| Subtotal Points for Pre-Judging PSA Video (110) | | | | | | |
| D. PRESENTATION CONTENT | Excellent 5 points | Good 4 points | Average 3 points | Fair 2 points | Poor 0 points | JUDGE SCORE |
| 1. Began presentation with PSA video. | Presentation began with the team showing PSA to judges | N/A | N/A | N/A | Presentation DID NOT begin with the team showing PSA to judges | |
| D. PRESENTATION CONTENT | Excellent 10 points | Good 8 points | Average 6 points | Fair 4 points | Poor 0 points | JUDGE SCORE |
| 2. 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. | |
| 3. 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. | |
| 4. 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 |
| 5. 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 | The team's voice was loud enough to hear. The competitors varied rate & volume to enhance the speech. Appropriate pausing was employed. | The team spoke loudly and clearly enough to be understood. The competitors varied rate OR volume to enhance the speech. Pauses were attempted. | The team could be heard most of the time. The competitors attempted to use some variety in vocal quality, but not always successfully. | The team's voice is low. Judges have difficulty hearing the presentation. | Judge had difficulty hearing and/or understanding much of the speech due to low volume. Little variety in rate or volume. | |
| 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 team maintained adequate posture and non-distracting movement during the speech. Some gestures were used. Facial expressions and body language sometimes 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. | The team'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. | |
| Subtotal Points for Presentation (85) | | | | | | |
| 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.