

Public Service Announcement

2023-2024 MICHIGAN HOSA EVENT MODIFICATIONS FOR REGIONAL CONFERENCES!



New for 2023 - 2024

Tallo has been replaced with the HOSA Digital Upload System. The number of team members has changed to 2 – 6. These guidelines are written for ILC. States may modify events or have different event processes and deadlines. Be sure to check with your Local/State Advisor (or state website) to determine how the event is implemented for

the regional/area or state conference. Editorial updates have been made. **These guidelines are specifically for Michigan HOSA members in preparation for the regional leadership conferences. For more information about regionals, please visit www.michiganhosa.org/regionals.**

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 2-6 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. **The video will be pre-judged digitally prior to the regional conference. Please submit your digital upload (instructions here: <https://hosa.org/competitive-event-digital-uploads/>) by the upload date listed on the website: www.michiganhosa.org/regionals.**

2023-2024 PSA Topic: Fentanyl Will Kill You

According to the Centers for Disease Control and Prevention, Fentanyl is a synthetic opioid that is up to 50 times stronger than heroin and 100 times stronger than morphine. Fentanyl can be fatal even in small doses. It is reported that over 150 people die each day from an overdose of synthetic opioids like Fentanyl.

You can find information through SAMHSA's Opioid Overdose Toolkit. The information can be found [HERE](#). The Rand Corporation provides significant information on the opioid crisis. Find the website [HERE](#). An additional resource that may prove helpful is a film made possible by the O'Connell Family Foundation call Dead on Arrival. The 21 minute video can be found [HERE](#).

Successful PSA's will educate the community on the dangers of Fentanyl and provide helpful strategies to prevent Fentanyl use and overdose. HOSA- Future Health Professionals can make a difference!

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. **At the regional level, bonus points will not be added for proper dress, but judges/event managers will make note if competitors are NOT in proper dress which could result in overall point deduction.**

Competitor Must Provide

- ONE team member uploads the PSA link, Airdate form, Copyright form, and Reference pages to the HOSA Digital Upload System by May 15 for ILC competition (see advisor regarding SLC requirements and deadlines)
- [Photo ID](#)
- Electronic device on battery power for showing the PSA
- Two #2 lead pencils (not mechanical) with erasers for evaluation

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 \(GRR\)](#)."
 - A. Per the [GRRs](#) 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.
 - B. To request accommodation for any regional/area or state level conferences, submit the request form [here](#) by your state published deadline. Accommodations must first be done at state in order to be considered for ILC. **Regional accommodations MUST be submitted two weeks prior to your regional conference date. Email Samantha.pohl@mhc.org for questions.**
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. **Event managers will be checking photo IDs at the regional level as well. A digital copy of a photo is appropriate (i.e., picture on phone of photo ID from school portal).**

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](#) . 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 the HOSA Digital Upload System as part of the Copyright Form.

REQUIRED Digital Uploads

14. The following item(s) **MUST** be uploaded by ONE member of the team to the HOSA Digital Upload System by May 15: **For regionals, you must upload by your region's upload deadline listed on the website www.michiganhosa.org/regionals**
- 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**
 - i. Items #14A-C will be uploaded as one combined pdf file. The link to the PSA will be uploaded as a separate hyperlink

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. Detailed instructions for uploading materials can be found at:
<https://hosa.org/competitive-event-digital-uploads/>
16. State Leadership Conference (SLC) vs. HOSA's International Leadership Conference (ILC) **State Leadership Conferences.** It is the competitor's responsibility to check with their Local Advisor for all state-level processes used for competition as digital uploads may or may not be a requirement. **For regionals, you must upload by your region's upload deadline listed on the website www.michiganhosa.org/regionals**
- a. **International Leadership Conference.**
 - i. If a competitor uses the HOSA Digital Upload System as a requirement at the SLC, the competitor **MUST upload an ADDITIONAL time for ILC by May 15.**
 - ii. If the HOSA Digital Upload System is NOT used at the competitor's SLC, it is still the competitor's responsibility to upload the product for HOSA's ILC no later than May 15. Not using the HOSA Digital Upload System at a competitor's State Leadership Conference is not an exception to the rule.
17. 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.
18. 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. **At the regional level, the digital materials uploaded will be pre-judged. Competitors who do not upload materials can still participate in the presentation portion of the event but will have ZERO points for the pre-judged content.**

Competitive Process with Judges - The Presentation

19. All teams will report to the event site at their appointed time.
20. At ILC, [photo ID](#) must be presented prior to competing.
21. 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 the HOSA Digital Upload System.
22. Teams will be ready with their PSA at their appointed time.
23. 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 the HOSA Digital Upload System 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 upload deadline and the ILC. See the rating sheet for details of what items are scored in pre-judging vs. the presentation.
24. After the PSA has been viewed, teams will be given four (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 four (4) minutes.
25. 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. Only the team's PSA may be shown to the judges during the presentation. Please refer to [GRRs](#).
26. Props or costumes may not be used.

Final Scoring

27. Scores from pre-judged PSAs will be added to the presentation score to determine the final results.
28. 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 the HOSA Digital Upload System. Duplicate this form if space for additional air dates is needed.

PSA Title _____

School _____

Link to video, type url:

Team Member Last Names (type): _____

Air Date and Time _____

Location _____

Comments:

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

Name (Printed) Title

Air Date and Time _____

Location _____

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 the HOSA Digital Upload System. 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...

Legibly 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 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.	
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.	
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.