

2021-2022 Public Service Announcement

Topic for 2021-2022: Bone Marrow Donation Saves Lives!

September 18th is World Marrow Donor Day. This opportunity for HOSA members to educate communities about the value and need for bone marrow donors this year. Bone marrow donation provides life-saving stem cells and may be the only hope for patients diagnosed with leukemia, lymphoma or other life-threatening diseases; yet 70% of those in need of transplants do not have a fully matched related donor. This year's PSA topic highlights how bone marrow donation transforms lives.

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 proactive 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 in regard to health and well-being.

Dress Code Competitors must be in official HOSA uniform or in proper business attire. Bonus points will be awarded for [proper dress](#).

General Rules

1.	This competitive event consists of one round and each team consists of 3-6 people.
2.	Secondary and Postsecondary / Collegiate divisions are eligible to compete in this event.
3.	All competitors shall report to the site of the event at the time designated for competition. At ILC, competitor's photo ID must be presented prior to ALL competition rounds.
4.	All resources must mail to admin@hosakorea.org no later than Feb. 18, 2022 11:59pm.

Process

5.	The PSA must be a video. It is the team's responsibility to assure that the PSA is broadcast quality and can be shown on a standard electronic device brought by the team.
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 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.

10. 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

11. 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.

12. Reference Page and Target Audience Page:

List the literature cited to give guidance to the PSA. One page only.

Target audience paper of the PSA.(Reason for the 'target audience', no more than 200 words.)

13. By entering this event, competitor's materials become property of HOSA – Future Health Professionals, and are not returned to the competitors. Teams are encouraged to retain all original documents and videos, so that between each level of competition materials can be submitted as indicated.

14. The following items must be uploaded, pdf, by ONE member of the team before Feb.18. 2022.

- a. Reference page in pdf.**
- b. Target Audience page in pdf.**
- c. 30-second video of the presentation.**

