



# OTDA Challenge

## Interview PSA Video Submission Form

### Organ and Tissue Donation Awareness Project

Lancaster-Lebanon Intermediate Unit 13  
1020 New Holland Avenue, Lancaster, PA 17601  
Phone: (717) 947-1616 | Fax: (717) 606-1991

Fill out this form, save it as a PDF, and email it to: [karen\\_herr@iu13.org](mailto:karen_herr@iu13.org)

Student #1 Name: \_\_\_\_\_

Student #2 Name: \_\_\_\_\_

Student #3 Name: \_\_\_\_\_

School Building: \_\_\_\_\_

School District (if applicable): \_\_\_\_\_

Advisor Name: \_\_\_\_\_

Advisor's Email Address: \_\_\_\_\_

Video Title: \_\_\_\_\_

Full Media File Name: \_\_\_\_\_

(example: *ourgreatvideo.mp4*)

**(Must be submitted as an mp4)**

### Student Acknowledgement of Original Work and AI Compliance

By submitting this Public Service Announcement (PSA) to the OTDA PSA Challenge, I certify that the work submitted is my own original creation and reflects my own ideas, writing, design, and production efforts. I acknowledge that the use of generative artificial intelligence (AI) tools to create or substantially contribute to the script, narration, images, video content, music, or other creative elements of the PSA is not permitted. This submission complies with applicable school, district, and IU13 policies regarding academic integrity, responsible technology use, and authentic student work.

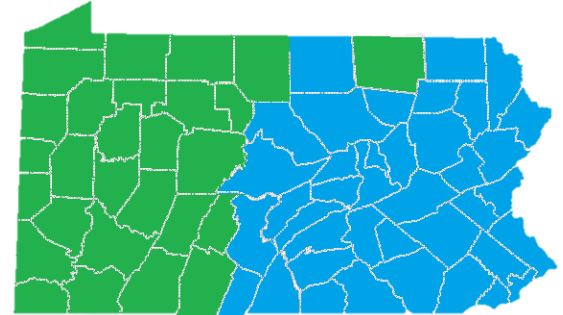
I understand that any submission found to contain prohibited AI-generated content may be disqualified from consideration.

**Student Name:** \_\_\_\_\_



**\*Things to remember before creating your video:**

- Read the required “media kit” document.
- Please refrain from using copyrighted music.
- Submit your video as an mp4.
- For assistance in connecting with a recipient or donor family, please contact your regional organ procurement organization provider:
  - Dwendy Johnson: (blue region) Gift of Life Donor Program, [djohnson@donors1.org](mailto:djohnson@donors1.org)
  - Nicole Lazaro: (green region) CORE, [nlazaro@core.org](mailto:nlazaro@core.org)
  - Sara Chesler: (green region) CORE, [schesler@core.org](mailto:schesler@core.org)



## Interview PSA Challenge Judging Criteria Rubrik

| Criteria                                 | Excellent                                                                                                       | Good                                                    | Developing                                            |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|-------------------------------------------------------|
| <b>Effectiveness</b>                     | Powerful, memorable message that strongly inspires viewers to consider organ donation                           | Clear message that encourages awareness                 | Message is present but lacks impact or clarity        |
| <b>Interview Quality/Questions</b>       | Thoughtful, respectful questions encourage meaningful stories and insights                                      | Questions are appropriate and generate useful responses | Questions are limited, repetitive, or lack depth      |
| <b>Emotional Connection/Storytelling</b> | Personal story is compelling, authentic, and helps viewers understand the impact of donation                    | Story creates and an emotional connection               | Some emotional connection but story lacks depth       |
| <b>Accuracy/Education</b>                | Accurately explains organ donation and incorporates meaningful educational information                          | Information is generally accurate                       | Limited educational information or minor inaccuracies |
| <b>Respect and Sensitivity</b>           | Demonstrates exceptional sensitivity toward donor families/recipients and treats their experiences with dignity | Respectful and appropriate throughout                   | Some areas could demonstrate greater sensitivity      |
| <b>Presentation</b>                      | Clear audio, effective video, editing, lighting and presentation enhances the story                             | Good production quality with minor issues               | Technical problems distract from the interview        |



## Interview PSA Challenge Submission Guidelines

- Length: 3-5 minutes
- Interview must feature an organ/tissue transplant recipient or member of a family member of an organ/tissue recipient.
- Students should obtain permission from the person being interviewed before recording.
- Questions should be prepared in advance.
- Students should approach the interview with respect, empathy, and sensitivity.
- The PSA should focus on the human impact of organ donation not just medical facts.
- Students should verify information used in the video.

The challenge is open to Pennsylvania high school freshmen, sophomores, juniors, and seniors in public, private or charter schools. Note: PDE employees and their family members (siblings, children, grandchildren, nieces, and nephews) are ineligible to enter. Statewide judging events may be held in person or virtually.

### Deadline

Submissions must be received by Lancaster-Lebanon IU13 by **11:59 PM April 16, 2027**.