



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

Student #1 Name: _____

Student #2 Name: _____

Student #3 Name: _____

School Building: _____

School District (if applicable): _____

Advisor Name: _____

Advisor's Email Address: _____

Video Title: _____

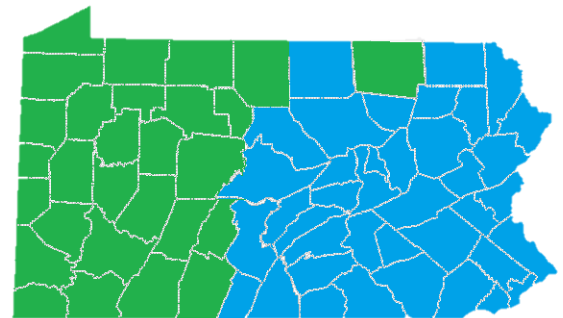
Full Media File Name: _____

(example: *ourgreatvideo.mp4*)

(Must be submitted as an mp4)

*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
 - Nicole Lazaro: (green region) CORE, nlazaro@core.org
 - Sara Chesler: (green region) CORE, schesler@core.org





Interview PSA Challenge Judging Criteria Rubrik

Criteria	Excellent	Good	Developing
Effectiveness	Powerful, memorable message that strongly inspires viewers to consider organ donation	Clear message that encourages awareness	Message is present but lacks impact or clarity
Interview Quality/Questions	Thoughtful, respectful questions encourage meaningful stories and insights	Questions are appropriate and generate useful responses	Questions are limited, repetitive, or lack depth
Emotional Connection/Storytelling	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
Accuracy/Education	Accurately explains organ donation and incorporates meaningful educational information	Information is generally accurate	Limited educational information or minor inaccuracies
Respect and Sensitivity	Demonstrates exceptional sensitivity toward donor families/recipients and treats their experiences with dignity	Respectful and appropriate throughout	Some areas could demonstrate greater sensitivity
Presentation	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**.