

AWCA-TV PSA DAY

Producer's Packet

AWCA-TV offers all Ashburnham-Westminster non-profits and civic organizations the opportunity to produce video **Public Service Announcements (PSAs)** free of charge.

What is a PSA?

A PSA, or Public Service Announcement, is a short (30 second to 1 minute) video that may inform the public of an organization and their goals, publicize an event, or inform the public of a local cause. They can be as simple as sitting in front of a camera and reading off a script, or utilize extra video clips or outside visuals.

Planning Your PSA

We do require a certain amount of involvement and pre-production preparation by the organization or non-profit. It is important that we receive certain materials from you ahead of time. Please read through this packet for information about how to create these materials. Prior to filming, you **MUST** hand in:

- A time slot form
- A completed script of your PSA (30-60 seconds read aloud)
- Any visuals, video clips, or graphics that you want displayed during your PSA.

DO

- Keep PSAs between 30-60 seconds (50-90 words)
- Memorize OR have a print out you can read off of
- Email us pictures that you want to use before
- Practice reading your script

DON' T

- Have generic points and no clear script
- Improvise what you are going to say
- Make your script too long or rambling
- Be nervous!

Choosing a Talent

A talent is someone who either appears on camera or reads your script without appearing on camera. Whether the final version shows the person on camera or not, all talent will be filmed in a seated position, framed from the waist up. Annunciation is equally as important for both. **KEEP IN MIND** that if you don't want your talent to appear on camera, you have to have B-roll (additional footage or pictures) to put your audio over.

ON-CAMERA talent

- Avoid white shirts/blouses
- White can be worn under a jacket or sweater
- Avoid stripes, plaids, or other busy patterns
- Avoid large earrings or bracelets that will create audio noise

VOICE-OVER talent

(also applies to ON-CAMERA)

- Clear speaking voice
- Warm and relaxed presence
- Clear annunciation
- Avoid filler words like "um", "uh", "like", etc.

All talent should rehearse their script so that they feel comfortable with the information they will be presenting

Scripting your PSA

Make sure you have your PSA scripted out BEFORE you arrive. You can email your scripts to jane@awcatv.org for us to look at and give you feedback on. The information included depends on what PSA you wish to produce.

Key points to remember about the writing:

- Because you have limited time to reach your audience, the language should be **simple and vivid**. Take your time and make every word count. Make your message crystal clear.
- The content of the writing should have the right "**hooks**" - words or phrases that grab attention - to attract your audience. For example, starting your PSA off with something like, "If you're between the ages of 25 and 44, you're more likely to die from AIDS than from any other disease."
- The PSA should usually request a specific action, such as calling a specific number to get more information. You ordinarily want listeners to do something as a result of having heard the PSA.

Getting ready to write your PSA:

1. *Choose points to focus on.* Don't overload the viewer or listener with too many different messages. List all the possible messages you'd like to get into the public mind, and then decide on the one or two most vital points. For example, if your group educates people about asthma, you might narrow it down to a simple focus point like, "If you have asthma, you shouldn't smoke."
2. *Brainstorm.* This is also a good time to look at the PSA's that others have done for ideas.
3. *Check your facts.* It's extremely important for your PSA to be accurate. Any facts should be checked and verified before sending the PSA in.
4. *Identify a "hook".* A hook is whatever you use to grab the listener or viewer's attention. How are you going to keep them from changing the channel or letting their attention drift when your PSA comes on? A hook can be something funny, it can be catchy music, it can be a shocking statistic, it can be an emotional appeal.

Now you're ready to write your script!

| | | | | |
|-----------------|-------------|-------------|-------------|-------------|
| Length of PSA | 10 seconds | 15 seconds | 20 seconds | 30 seconds |
| Number of Words | 20-25 words | 30-35 words | 40-50 words | 60-75 words |

Script Example:

Are you missing something in life but you can't put your finger on it? God hasn't left you. Find Him at Peoples Church at 56 South Main Street in South Ashburnham. We believe in the life-changing power of Jesus, and we believe in helping our community. Every week Pastor Dan Allen delivers an inspiring and practical message from the Bible. Join us for worship each Sunday at 10:30 and connect with people of all ages. Childcare is available. You can find us on the web at www.peopleschurchhome.com.

Peoples Church
56 S. Main St. Ashburnham
Down the road from Roy Brothers Oil
978-827-4010
www.peopleschurchhome.com

Our mission is to love God, love others and make Disciples of Christ.

****You can print out your script in large sized font to read off of when you film your PSA, but be sure to practice it before your shoot date to be sure you are comfortable with the script!****

Also to include in your script:

- Where visuals, CGs, titles, logos, etc. will appear
- Indicate any movement/action you plan to include
- Make sure it is neat, clear, and organized
- It should be simple and realistic: don't make it so wordy and complex that you are stumbling over your words.

Please send your completed scripts to us with the subject **PSA Script, [Organization Name]**.

Visuals

Text & Graphics (CG's), logos, still photos, or video clips enhance your PSA dramatically, making it more interesting and eye catching. Please send us your visuals prior to your recording time so we may add them into your PSA in post-production. The following formats are accepted:

- Images: JPG, BMP, GIF, TIFF, PDF
- Minimum size: 640 pixels by 480 pixels
- Resolution: 72 dpi or higher

Guidelines

Contact the AWCA-TV staff to discuss formats and quality requirements. Here are some guidelines you should keep in mind if you want to provide some video footage:

- Clips must be of good quality with proper lighting and stable camera shots
- You must own the copyright and/or have permission to use the video clip
- You must have permission of anyone identifiable in the clip that their likeness can be used on AWCA-TV

Please send the following information to jane@awcatv.org, or call 978-827-5089 to set up an appointment

Organization:

Contact Name:

Address:

Phone:

Email:

Website:

Preferred Date & time:

The available date for filming is February 25th, from 10am - 7pm

Check Sheet

Script

Talent - Who? _____

Time Slot - _____ Feb. 25th

Props - _____

CG's, Logos, etc. (on flashdrive)
(Must have by shoot date, in digital
form)