How to Create a PSA
Examples – No More
Examples – Teen Smoking
Examples – Election Year
Creating your PSA

Goal: To get someone to take a specific action.

Goal is not to simply talk about an organization.
The Smallville Homeless Shelter is holding its annual food drive from Monday, November 1 until Friday, November 26. If you would like to participate, please bring your canned goods to the following locations...
Talk only about results:

YES:
A can of food probably doesn’t mean that much to you. You probably have a cupboard full of them. But just a few of those cans will keep a Smallville family from going hungry tonight...."
Use real language:

NO:
To obtain participation details...
Use real language:

YES: To find out how you can help feed a hungry family...

Writing your PSA
Make it personal:

Have you ever been hungry? Not because you’re on a diet or you didn’t have time to eat breakfast, but because you don’t have enough money to buy food?

Can you imagine what it’s like for a child to go to bed hungry every night?
Use emotion:

Tonight, many of Smallville’s children will go to bed hungry. Unless you help.
Writing your PSA

30-seconds = 60-75 words max

Be succinct – eliminate adjectives and adverbs

Be conversational – write how you talk
Writing your PSA

Left side = video notes

Right side = narration/audio

Note – Not all PSAs need narration
Writing your PSA

1. Wide shot of both Sarah and Callum illustrating where they are and what the film is about
   Props: Megaphone, Camera board

2. Close up of Sarah speaking directly to camera
   Script: Sarah
   One thing you must remember...

3. Low angle camera pointing up at Callum
   Props: Moustache, Paintbrush
   Script: Callum
   ‘Oops! Sarah is right...

4. Close up of Sarah holding photograph

5. Camera zooms out to a wide shot showing Sarah speaking about using photographs to plan your storyboard.

6. Over shoulder shot of Callum pointing to drawings of different shots that you could try filming.
Writing your PSA

docs.google.com/templates

Search = Scripts OR Storyboards
Shooting your PSA

Bring script & storyboard with you
Shooting your PSA

If in public, get permission!
Shooting your PSA

Three-point lighting (indoors)

Window – Key
Aluminum Foil - Fill
Directional Lamp - Back
Shooting your PSA

Video - Lighting
Shooting your PSA

Tripod – Professional feel
Handheld – Documentary style
Audio just as important as video

Use a microphone if recording dialog

Avoid using camera mic

Video – Recording Audio
Framing Your Shot

Where you put the subject in frame

CU – Closeup
MS – Medium Shot
WS – Wideshot

Video – Framing your shot
Rule of Thirds

How to compose your shot
Your video is shot – What’s next?

Keep it simple (Only 30-seconds)

Avoid dissolves – straight cuts
Editing - Music

Only if you need it
Must be appropriate
Avoid popular music
If you have dialog, avoid lyrics

Incompetech.com
Audionautix.com
Editing

Video – Editing tips
Important