

PUBLIC SERVICE ANNOUNCEMENT (P.S.A.)

A public service announcement is like an advertisement that informs us about something important. The only thing being "sold" is information. You've probably seen PSAs on drunk driving, smoking, AIDS, cancer, child abuse, etc.

Directions:

1. Your approach must be serious and legitimate & educational--no comedy or satire please.
2. Your topic is _____.

Gather information on your topic to use in your PSA. You don't need much, but you should have a few facts or statistics. Places to get information--web sites (like "madd.org"), pamphlets in the nurse's office, your notes from health class, the library, etc. You may use the VTC Editing Lab computers.

Prepare a STORYBOARD for your PSA---to the best of your ability. You must turn in your storyboard AND your copy, written in "proper copy format" (wide left margin, all capital letters, and double-spaced), before you may take a camera to record.

1. Produce a 30 second Public Service Announcement using the information you have found. THE PURPOSE OF A P.S.A. IS TO MAKE THE PUBLIC AWARE OF A PROBLEM, SAFETY ISSUE OR UPCOMING EVENT. Be sure to time it out--you will have only a three second grace period.
2. Think of a LOCATION on campus to film your P.S.A, tell Mr. Goble where you are going and BEGIN FILMING! Remember:
 - Be Respectful to other classes going on
 - Be Respectful to any and ALL teachers school staff and other students
 - Film where you are supposed to be.
 - If you are found to be in an area that is not approved to film, you will receive a ZERO – 0 on this assignment and you will lose future privileges to film around school. Please do not test on me on this issue!
3. Before filming, review the PSA's that students have created in the past.
"Don't almost give" One-shot PSA
 - <http://www.youtube.com/watch?v=uihDAE7BETs>
 - <http://www.youtube.com/watch?v=W6b6RWGOUzs>
 - SchoolTube.com – search PSA & Ladue

Storyboard MUST follow this pattern of shots

Action #1

1. Wide
2. Medium
3. Tight

Action #2

4. Medium
5. Wide
6. Tight

Action #3

7. Medium
8. Tight
9. Wide

10. Closing graphic/call to action/video

Each shot should be no longer than 3 seconds.

Total number of shots needed = 10

Total length = 30 seconds

Student Examples

Cyberbullying

<http://bit.ly/P8U7fO>

Be a Friend, Lend a Hand

<http://bit.ly/2VLczAp>

Without You

<https://www.youtube.com/watch?v=h7ViOkfsr1Q>

Save A Life

<https://www.youtube.com/watch?v=9-KpgdI3tyk>

Help Me

<https://www.youtube.com/watch?v=fTinFXEGQMc>