



30-SECOND PSA VIDEO GUIDELINES

Public Service Announcements (PSAs) are short videos that make a point clearly and quickly.

WATCH PSAs

Get familiar with the elements of a public service announcement. Watch the PSAs on [The Ad Council PSA Gallery](#). Analyze the PSAs by asking the following questions: what is the message and does it persuade you? How did the producers use words and pictures to get the message across?

BRAINSTORM IDEAS

Focus the theme of your PSA by defining your audience and the purpose of the PSA — what do you want viewers to learn/do? What is your “hook” that will engage the viewers? Come up with a strategy to grab the viewer’s attention early and hold it for 30 seconds.

RESEARCH THE FOCUSED TOPIC

Develop a single message that you want to get across to the viewer. Make sure your facts are accurate.

WRITE THE SCRIPT

You only have 30 seconds to persuade the viewer, so make sure your script is clearly written and vivid. Be sure to include a “call to action,” which can be a behavior such as checking your skin for ticks or calling a specific phone number for more information. You can use [this worksheet from Read Write Think](#) to help with structure.

CREATE A STORYBOARD

A storyboard is a visual representation of what each scene will look like and the narrations to go with each scene. Create a new frame every time the camera angle or background changes.

FILM THE PSA

Use a smart phone or a video camera (if you don’t have one you may be able to borrow from your school’s tech-education department) to capture the scenes outlined in your storyboard.

EDIT THE PSA

You can use video editing software to fine-tune the PSA by adding text, music and narration. Commonly used programs for editing include Apple [iMovie](#) and Windows [Movie Maker](#).

REFERENCES

- readwritethink.org
- adcouncil.org