



Video PSAs

Climate change isn't just about polar bears anymore.

It's about you.

If we don't address climate change, several people, places and things will be severely impacted by climate change. For example, a 1 meter sea level rise will put the Maldives underwater and force its residents to become "environmental refugees." New York City is another example. New Yorkers will miss their subway stations, because rising sea levels mean more flooding for the city's entire transportation network. Whole industries - from maple syrup to ski resorts and other tourist attractions - are at risk with changing weather patterns. Whether it's a population or an industry, human beings are at risk from the impacts of climate change.

We want you to look around your city, town, country or region and tell us about the things that are threatened by climate change. What will you miss if the worst impacts of climate change happen? What will disappear? What do you stand to lose? We want to know. Tell us in a short video and let the world know: climate change, it's getting personal.

How many points can you earn?

You can earn **250** points per PSA. The limit is **4** per school.

How do you earn points?

Design and execute a short video, upload it onto the Global Debates [YouTube group](#) (you must join) and send us the URL.

Requirements

Your PSAs **MUST** address the following question: **What will you miss if the worst impacts of climate change happen?** What will disappear? What do you stand to lose? We want to know.

Use this checklist!

Video PSA Checklist

- Keep your PSAs to 1 minute (60 seconds)
- Each PSA must address a different impact that climate change will have on people or places in your community (do not repeat!).
- When submitting PSAs, you must include the following information:
 - o School Name, City, Country
 - o Date
 - o PSA number (1-4)
 - o YouTube link

Join the Global Debates YouTube Group

Please submit all your videos [here!](#)

How to Make an Effective PSA

Develop your message

The purpose of your PSA is to send a message to the people who watch it. You want to educate the viewer and help them think critically about the issue you are portraying. Effective PSAs focus on one idea and are short and simple. What key message do you want to send?

Gather ideas

Now that you know what you want to say about climate change, check out examples of PSAs. To start, visit www.adcouncil.org. Go to the box that says "Featured Campaigns" and select the campaign that interests you the most. Discuss some sample PSAs with your team. What caught your eye? Did you want to make



a change or take action after watching the PSA? Why or why not?

Plan

The first step in producing your PSA is to write the script. Be short and to the point, you have only a small amount of time to send your message. When thinking about length, remember: A 60-second message has 120-150 words. That's not a lot, so make those words count!

Film

This is the fun part, but be sure you are prepared beforehand. Before you begin recording, make sure you have everything you need: copies of the script, all of your filming equipment (make sure it's charged!) and any necessary props.

Edit

Once you've filmed your PSA, it's time to edit. While you may decide to put music in the background of your PSA or add images from the Internet, make sure these additions enhance your PSA and don't distract the viewer. Editing is one of the most important parts of making any film, but in the case of a PSA it is especially significant since it allows you to remove all unnecessary footage to simplify your video and focus in directly on your message.

Test

Show your PSA to your friends, family, teachers, and others. Ask them what they think you're trying to say with your PSA and what they think you're asking them to do. Did your PSA succeed? What could you do better next time? Take your time and make sure you submit your best work!

Additional Resources

Want more information on PSAs?

Follow these links:

Ad Council www.adcouncil.org

Adobe Lesson www.adobe.com/education/instruction/.../dvcg_cs4_project4_a4.pdf

Adobe Youth Voices www.plantandinspire.org/

Listen Up! www.listenup.org

PSA Research www.psaresearch.com