



Public Service Announcements (PSAs)

A public service announcement (PSA) is like a commercial, but instead of advertising a product, PSAs raise awareness about specific issues.

What do you create?

A 60-second video PSA showcasing part of your service project.

How many points can you earn?

500 points for each uploaded video. Limit four (4) PSAs per school. 10 extra points for each DVD you mail in!

How do you earn points?

Submit your video PSA to YouTube as a Video Response to the [Global Debates](#) video. Here's how:

1. Join the [Global Debates YouTube Group](#)
2. You will automatically be added to the group and can post your video there
3. Then, submit to The People Speak the URL of your video!

If your school does not allow you access to YouTube, you can submit Google Videos or URL's from your individual websites.

If you are unable to upload a video to any site at all, please [email it to us](#) as an attachment.

Extra credit!

Mail a physical copy (DVD in .MOV format) to the UN Foundation. We want to show off your awesome work at the Youth Leadership Summit.

What You'll Need:

- A writer
- A digital video camera and someone to run it.
- Actors.
- Video editing software. There are a variety of video editing software packages available, even for free! Look for Jumpcut, Windows Movie Maker and Avid Free DV.

Step 1: Choose Your Message

The purpose of your PSA is to send a message to the people who watch it. The most effective PSAs focus on only one key idea. What message do you want to send? Brainstorm with your team:

- What do you want to accomplish with your PSA?
- Which climate change message is most important to you?
- Do you want people to change their behavior? If so, what do you want them to do?

Step 2: Get Ideas

Now that you know what you want to say about climate change, check out examples of PSAs. To start, go to www.adcouncil.org. Go to the box that says "Featured Campaigns" and select the campaign that interests you the most. Click on "View Campaign Details." This will bring you to a page where you can read about the PSA campaign and view the PSAs in a variety of formats.

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?

Step 3: Write the Script

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!

Step 4: Film Your PSA

This is the fun part, but be sure you are prepared. Be sure everyone has agreed upon the time of recording. Before you go to record make sure you have everything you need:

- Copies of the script for everyone involved
- All of your filming equipment (make sure it's charged!)
- Any necessary props
- Even though you are only recording a one-minute video, give yourself plenty of time to practice and film.
- It might take several tries to capture your message the way you want it. Here's a rule of thumb: schedule an hour to set up & practice and two hours to record.

Step 5: Edit Your PSA

Once you've filmed your PSA, it's time to edit. Review the different versions you recorded and brainstorm with your team:

- Which ones do you like best?
- What do you like about each one?
- Are there parts of one version that might work best when paired with another version?
- Remember to save all of your original files in a separate folder and leave them untouched. That way, if you accidentally erase something while editing, you'll have back-up copies.

Step 6: Test Your PSA

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?

Step 7: Do It Again!

You can earn points for up to four (4) PSAs, so don't stop after one! Use the feedback you got when you tested your PSA to make your next PSA even more powerful.

Get Others Involved

Try checking with the drama department in your high school to find actors to star in your PSA. Does your local college have a broadcasting department? You might be able to find college students to help you edit your PSA.

Want to learn more?

Check out these websites:

General: www.adcouncil.org,
www.psaresearch.com

Sample PSA script:

www.waptac.org/sp.asp?id=165#psa4.htm