

Video PSAs

Imagine what the world might look like if all nations truly committed to combating climate change.

Your task this semester: **REPORT FROM THE FUTURE — the year 2050, to be exact.**

This is a chance to educate the public about what could be, IF we focus on solutions!

How many points can you earn?

You can earn **250** points per Public Service Announcement (PSA). The limit is **4** per school.

The Topic

Your PSAs **MUST** address the following question:

Report from the Future: It is the year 2050, and for the last 40 years, the nations of the world have met some of the most significant goals they set at the beginning of the 21st century: they have sufficiently reduced carbon emissions to limit global warming, they have helped provide abundant resources for climate change adaptation in developing countries, and they have realized the Millennium Development Goals.

As a result of these positive resolutions, report from the present time (2050) to show what the world looks like today and tell us, what more needs to be done?

Requirements

[Use this checklist!](#)

Video PSA Checklist

- Keep your PSAs to 1 minute (60 seconds)
- Upload the video onto the Global Debates YouTube group and email us the URL.
- Each PSA must address the assigned topic
- 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. Click the tab that says “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, 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](#)

[Adobe Lesson](#)

[Adobe Youth Voices](#)

[Listen Up!](#)

[PSA Research](#)