



## 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](http://readwritethink.org)
- [adcouncil.org](http://adcouncil.org)