

Video PSA (Public Service Announcement) Project

Public service announcements inform the public about safety and health information, community services, public affairs and other issues that contribute to the "common good." They are produced and programmed much like commercials, but are usually not produced for profit.

In simpler terms, a PSA is similar to a commercial, but instead of trying to sell you something, the goal is to get members of society to change their behavior.

Project Requirements:

- ✓ Topic must be approved in advance by Mr. McCarthy
- ✓ Produce a storyboard and script by deadline before producing PSA
- ✓ PSA must clearly use one or more of the following appeals: Ethos, Pathos, Logos.
- ✓ PSA must be 30 seconds in length (+/- 2 sec).
- ✓ Your PSA must clearly include/ address the following:
 1. Target Audience: What audience will your PSA address? Are there any barriers to understanding the message?
 2. Message: What is the proposed message? What do I want the person who is watching this to understand?
 3. Call to Action: What is the call to action? What do I want the person to do or to stop doing? What can an individual do in the home or community? How will the action solve the problem?
- ✓ Every student, regardless of whether he or she is working with a partner, must produce each portion of this project assignment.
- ✓ If you are working with a partner, you and your partner must be present when footage is shot. Shoot extra footage of full cast & crew on set to satisfy this requirement.

You may work with one other video production student (or work alone) to create a Video PSA on an approved topic.

Deadlines:

Topic Announcement: Mon/Tues Nov 20/21

Storyboard/ Script: Wed Nov 22

Raw Footage: Dec 8

Final Export/Upload: Dec 15