

BMC PSA DAY

Producer's Packet

BMC offers all Belmont residents and non-profits the opportunity to produce video **Public Service Announcements (PSAs)** free of charge.

This is a great opportunity to "spread the word" about upcoming events and information of public interest. All PSAs will air on BMC channels, and you will get a digital or DVD copy of your PSA to use on your own website and social media.

What is a PSA?

A PSA, or Public Service Announcement, is a short (30 second to 1 minute) video that relays information to the public.

Possible topics include:

- Introducing an organization and its goals
- Publicize an event or fundraiser
- Rally the public around a specific cause

Your PSA can be as simple as a speaker reading into the camera, or you may utilize extra video clips and visuals.

Ideas for PSAs

• Reminders for voter registration • reminders for pet licenses • how to apply for a building permit • solicit volunteer help • promote your message and mission • prevention tips • promote student fundraisers

Planning Your PSA

Pre-production preparation is essential for a successful PSA. It is important that BMC receives certain materials from you ahead of time.

Prior to filming, you **MUST** hand in:

- A time slot form
- A completed script of your PSA (30-60 seconds read aloud)
- Any visuals, video clips, or graphics that you want displayed

DO

- Keep PSAs between 30-60 seconds (50-90 words)
- Memorize OR have a print out you can read off of
- Email us pictures that you want to use before
- Practice reading your script

DON'T

- Have generic points and no clear script
- Improvise what you are going to say
- Make your script too long or rambling
- Be nervous!

Choosing a Talent

A talent is someone who either appears on camera or provides voice-over for your photos and video. Annunciation is VERY important to creating a clear, easy to understand message. **KEEP IN MIND** that if you don't want your talent to appear on camera, you MUST provide B-roll (additional footage or pictures) to go with your audio.

ON-CAMERA talent

- Avoid white shirts/blouses (can be worn under a jacket or sweater)
- Avoid stripes, plaids, or other busy patterns
- Avoid large earrings or bracelets that will create audio noise

VOICE-OVER talent

(also applies to ON-CAMERA)

- Clear speaking voice
- Warm and relaxed presence
- Clear annunciation
- Avoid filler words like "um", "uh", "like", etc.

All talent should rehearse their script so that they feel comfortable with the information they will be presenting

Scripting your PSA

Make sure you have your PSA scripted out BEFORE you arrive. You can email your scripts to jane@belmontmedia.org for us to look at and give you feedback on. The information included depends on what PSA you wish to produce.

Key points to remember about the writing:

- Because you have limited time to reach your audience, the language should be **simple and vivid**. Take your time and make every word count. Make your message crystal clear.
- The content of the writing should have the right "**hooks**" - words or phrases that grab attention - to attract your audience. For example, start your PSA off with something like, "Approximately 7.6 million companion animals enter animal shelters nationwide every year."
- The PSA should usually request a specific action, such as calling a specific number or visiting a website to get more information. You want listeners to do something as a result of having heard the PSA.

Getting ready to write your PSA:

1. *Choose points to focus on.* Don't overload the viewer or listener with too many different messages. List all the possible messages you'd like to get into the public mind, and then decide on the one or two most vital points.
2. *Brainstorm.* This is also a good time to look at the PSA's that others have done for ideas.
3. *Check your facts.* It's extremely important for your PSA to be accurate. Any facts should be checked and verified beforehand.
4. *Identify a "hook".* How are you going to keep viewers from changing the channel or letting their attention drift when your PSA comes on? A hook can be something funny, it can be catchy music, it can be a shocking statistic, it can be an emotional appeal, or something else.

Now you're ready to write your script! You can use this chart to get an idea of generally how long your script will be based on the number of words. Try to keep it between 30 seconds to 1 minute.

| Length of PSA | 10 seconds | 15 seconds | 20 seconds | 30 seconds |
|-----------------|-------------|-------------|-------------|-------------|
| Number of Words | 20-25 words | 30-35 words | 40-50 words | 60-75 words |

Script Example:

AARP

It's right in your own backyard.

While it may be hard to believe, roughly five million Americans don't even know where their next meal will come from.

In communities just like yours, there are many who need help.

Join people across the country who are coming together with AARP Create the Good, to end hunger.

Start today. It can be as easy as giving food or money to your local area food bank, or getting tips to start your own food drive.

Whatever level of involvement is right for you, we've made it simple to find and help people in your area.

So get involved. Go to www.createthegood.org/hunger.

****Be sure to practice your script before your shoot date to be sure you are comfortable with it! You will be able to read your script off a teleprompter, but practicing will ensure you don't stumble through the words on the screen.****

Also to include in your script:

- Where visuals, CGs, titles, logos, etc. will appear
- Indicate any movement/action you plan to include
- Make sure it is neat, clear, and organized
- It should be simple and realistic, NOT wordy and complex.

Please send your completed scripts to us with the subject **PSA Script, [Organization Name]**.

Visuals

Text & Graphics (CG's), logos, still photos, or video clips enhance your PSA dramatically, making it more interesting and eye catching. Please send us your visuals prior to your recording time so we may add them into your PSA in post-production.

Guidelines

Contact the BMC staff to discuss any questions you may have regarding formats and quality requirements. Here are some guidelines you should keep in mind if you want to provide some video footage:

- Clips must be of good quality with proper lighting and stable camera shots
- You must own the copyright and/or have permission to use the video clip
- You must have permission of anyone identifiable in the clip that their likeness can be used

Please send the following information to jane@belmontmedia.org, or call 617-484-2443 to set up an appointment

Organization:

Contact Name:

Address:

Phone:

Email:

Website:

Preferred time:

Check Sheet

Script

Voice Over / On-Camera talent

Talent - Who? _____

Time Slot - _____

Props (if any) - _____

CG's, Logos, etc. (on flashdrive)
(Must have by shoot date)