

Public Service Announcement Video Project

Name _____

Class Period _____

Stage 1 - Development & Research

1) Write down your top two topics/issues below; Remember, pick topics that actually mean something to you. If you don't care about the topic, there is no point to the project.

1) _____

2) _____

2) Conduct research and gather facts/information about your 2 different topics. You may use the internet as well as books & magazines. Tip: Try to find information that may be new to yourself and your target audience. Don't be lazy! Try different reliable sites and compare statistics/info.

Topic #1 - Important information/facts/statistics.

Topic #2 - Important information/facts/statistics

Public Service Announcement Video Project

Step 2 - Organization & Focus

After gathering and reviewing all the information about the top two topics, decide which one you want to create a PSA video for & list the *specific* topic on the line below. For example: The topic “Drugs” is too general and vague. “Teen Heroin Prevention” would be more specific.

1) First, list all the possible **target audiences** that exist for your specific topic. (for example: **Teen Bullying** - The Girl Bully, The Boy Bully, The Girl Bystander, The Boy Bystander, The Bullied Girl, The Bullied Boy, Teachers, Parents of Bullies, Parents of Bullied Children, Parents of Bystanders)

2) Next, write down which **one** of those will be your **final specific target audience**?

3) Decide what response or action you want your audience to take as a result of viewing your PSA. What exactly do you want them to do?

4) List all the reasons that your target audience doesn't already do what you want them to do? (For example: What are all the reasons potential dog owners don't adopt from pet shelters? Why do 3000 Americans (mostly kids) start smoking every day even though they know that is unhealthy? Why do bystanders not say or do something when they see another person being bullied?) **This step is probably the most important factor in developing an effective PSA.**

5) Where you will direct them to go to get more help, information, or to take action on the chosen issue? List the website or number below. *This must be a real website or easily recognized phone number geared toward the Target Audience.

Public Service Announcement Video Project

Step 3 - Brainstorming - Finally, you need to develop ideas for a 30 or 60 second PSA commercial that will effectively impact your specific target audience and communicate your message.

Brainstorming PSA video ideas. Use your research to find a unique or interesting angle/idea that your target audience is unaware of or one that they probably haven't heard/seen before. Avoid the cheesy, cookie cutter video! Ask yourself, "if I were the target audience and I saw this (commercial), would it have an effect on me?" First, use the back of this sheet to list as many ideas as possible and then narrow them down and list them below. Don't just settle for the first idea. Keep generating ideas with the time that is being given to you. A great time to tap into your creativity is the moment right before you go to bed.

Commercial Idea #1 (Summary of your idea - Describe what we will see)

of Actors/needed =

Location(s) Needed = _____

Commercial Idea #2 (Summary of your idea - Describe what we will see)

of Actors/needed =

Location(s) Needed = _____

Commercial Idea #3 (Summary of your idea - Describe what we will see)

of Actors/needed =

Location(s) Needed = _____

Public Service Announcement Video Project

Public Service Announcement Video Project

4) What specific locations will you need access to in order to film?

Location (s)

Is Permission Needed? Yes or No

***A signed permission form is required if filming is done at school for anything beyond the digital film classroom/hallway.**

5) Storyboard your best PSA Idea using the blank storyboard templates.

Make sure you include the following;

- ***shot #***
- ***type of shot (wide shot, close up, POV, up angle etc.)***
- ***the duration (time length) of each shot***
- ***the specific location***
- ***a written description of what happens in the shot***
- ***a visual description (sketch/drawing) which shows perspective allowing the cameraman to know where the camera should be placed and what footage he/she will need to record. Use direction arrows when needed. "What will we see through the lens of the camera" Pay special attention to scale, perspective and angles. Stick figures are fine.***