



# PSA Day

## *Producer's Packet*



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# Planning Your PSA

While PACTV offers local non-profit and service organizations the opportunity to produce video Public Service Announcements (PSA) free of charge, we do require a certain amount of involvement and pre-production preparation by the client. When considering how to approach your project, it is important to keep the following in mind.

- What exactly am I promoting?
- Is community television the proper medium for my message?
- Who am I targeting or trying to reach?
- Is this information time sensitive?

All Public Service Announcements (PSAs) produced at PACTV are for non-profit, community or civic organizations. PACTV is a non-commercial television station, therefore commercial messages are prohibited. Non-profits can promote services and events but cannot include references to dollar amounts, membership fees or admission costs in their PSA. All PSAs produced at PACTV will fall into one of the two following categories.

## Generic PSA



The Generic PSA allows you to promote the mission, goals and/or services your organization provides to community. It also allows the less experienced producer the flexibility to experiment with the impact of community television on new marketing or public awareness efforts. This type of PSA is also appropriate for public service/public health information (for example; fire safety PSAs, Stroke Awareness & Prevention PSAs). This type of PSA is not intended to promote specific or time sensitive events.

## Event Specific PSA

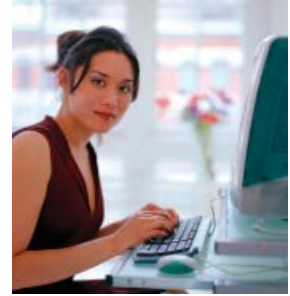
If your organization is holding a special event that you would like to promote, this PSA style is perfect for you. The goal is to focus on the key information about the event; what, when, where, how to get more information or get involved. This PSA can include general information about the sponsoring organization but the primary focus is publicizing the event itself. If you want to produce an event specific PSA, you should plan to shoot it several months in advance of the event to allow ample time to cablecast the PSA on PACTV's channels.



# Planning Your PSA

Who knows more about your organization or topic than you do? Assign a member of your staff or even yourself to create the copy or script that will be read to promote your organization, event or service. As a PSA writer, you are given 28 seconds to get your information out there to the viewing audience so keep your script simple and to the point.

The information you provide will vary depending on the type of PSA you choose to produce.



## Generic PSA

- Who The name of your organization or agency
- Why The mission or goal of your organization
- What A brief overview of the services your organization provides
- Where Address / Location of your organization
- When Hours of operation or availability
- Contact Phone, mail, email or website for further details

## Event Specific PSA

- Who The organization sponsoring or benefitting from the event
- What Name of the event; carnival, picnic, walk, car wash
- Why The purpose of the event; to raise funds, promote awareness
- Where Address / Location of the event
- When Date & Time of the event
- Contact Phone, mail, email or website for further details

## Script Sample (Generic PSA)

The Jones River Watershed Association is a non-profit organization that promotes education, conservation, improvement and preservation of the ecology of the Jones River and Cape Cod Bay. Our activities include; water quality monitoring, fish passage restoration, habitat restoration and the conservation of precious wetlands and other natural resources.

Through the efforts of our membership and the generosity of environmentally conscious citizens, the Jones River Landing Environmental Heritage Center was established on the river bank in Kingston. We are a membership based organization focused on the ecology, recreation and is the home to wooden boat building.

For more information on membership and for volunteer opportunities, please call us at (781) 585-2322, or visit our website at [www.jonesriver.org](http://www.jonesriver.org).

Once you have completed your script, save it in Word as a "Plain text" or .txt file. Then email it as an attachment to [Donna@pactv.org](mailto:Donna@pactv.org). The PACTV staff will format it and have it ready on the teleprompter in studio the day of your PSA shoot. The script for your PSA should be received by the PACTV staff at least two business days prior to your scheduled appointment.

Additional information that should be sent to the PACTV staff for graphics includes; Agency name and contact information, name and title of on-camera personality, and in the case of an event specific PSA, event dates, times, location, etc.

## Choosing Your Talent

When you have completed your copy, choose a spokesperson for your PSA. This person can either appear on camera or read from the written copy without appearing on camera. All talent will be videotaped from the waist up in a seated position therefore considerations must be made to color of clothing, fabric patterns and fashion accessories. Diction, enunciation and general vocal presence are equally important for both the on and off-camera talent.

### On Camera Talent

- Avoid wearing white, red or black shirts/blouses
- Whites may be worn under a jacket or sweater
- Avoid small patterns such as

pinstripes or plaids

- Avoid large earrings, necklaces or bangles, they will create audio noise and glare
- Avoid heavy lipsticks or lipgloss; they will create a glare
- NO hats

### Voice Over Talent

(also applies to on-camera)

- Clear Speaking Voice
- Warm and friendly presence
- Good enunciation
- Avoid using people with strong regional accents
- Avoid using filler words (“umm”, “like”)

All talent should rehearse their lines, in a conversational tone of voice, be friendly!

## Visuals

At this point, you're probably wondering...“what is this thing going to look like?” Well, whether your talent appears on-camera or not, we will need certain visual elements to reinforce the message. For instance, in the case of a “Voice-Over” we will need more visuals to fill the time on screen. Here is where video clips and stills are helpful. In any case, we can add your logo, still artwork, or video footage to your finished product in post production. Logos and other images pertinent to your message will add variety to your content and help brand your message allowing viewers to immediately identify your organization.

*All visual elements must be submitted at least 3 days prior to your scheduled PSA Day for review.*

## Computer Generated Graphics / Logos

Computer artwork and images from digital cameras can be provided on CD, pendrive or sent by email. When received in advance, our staff will work to format your artwork into video graphics suitable for television. If you do not have artwork available to you, we will provide graphics from our library. Here are some guidelines for providing digital artwork.

- Image formats: JPG, BMP, GIF, TGA, TIFF
- Minimum image size: 640 pixels by 480 pixels
- Image resolution: no less than 72 dpi
- Digital Still Camera Settings: Hi-Res, High Quality

*All PACTV computers are PC based - Any images created on a Mac computer must be e-mailed to Donna@pactv.org or saved on a disc or drive that is compatible with PCs.*

## Video Footage

If you have footage of your organization or event, it may be possible to use it in your PSA. Contact the PACTV staff to discuss formats and quality requirements. Here are a couple of guidelines to keep in mind when considering using video footage;

- Shots must be stable and well composed
- No commercial footage or copyrighted material will be accepted without written release from copyright owner.

## Stills / Camera Ready Art

Photographs and small posters can be scanned for use in your PSA as well. Here are some guidelines for providing stills/camera ready art:

- Photos cannot exceed 8 x 10 inches
- Posters/Flyers cannot exceed 8 1/2 x 11 inches
- No letterhead or business cards
- Printed artwork should be no smaller than 4 x 6 inches
- All items must arrive unfolded and/or unwrinkled

### Reservation Form

In order to reserve an appointment at the next PSA Day, please fill out the information below and fax (508) 830-9666 or mail to Donna Rordriguez at PACTV, 4 Collins Ave, Plymouth, MA 02360. PSA Day is open to area non-profit, community service organizations. PSA Day is not intended for political messages, candidate statements or religious affiliations.

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

If you have any questions, please contact Donna Rodriguez at (508) 830 - 6999 or email Donna@pactv.org.

Thank you. We look forward to working with you.