

Public Service Announcement (PSA) Scripting Template

You can use this scripting template to plan a public service announcement similar to the Poverty Matters presentation posted online at <http://blip.tv/file/2606998>

All group members complete this page

Public Service Announcement Planning Template

Title of your PSA: _____

(Consider giving your PSA a clever title that will make it memorable to viewers. Like the titles of books or movies, PSA titles are important for engaging viewers. An engaging title can even bring viewers to your presentation by itself!)

Topic of your PSA: _____

Subcategories of your topic:

1. _____

2. _____

3. _____

4. _____

(When planning your PSA, organizing the categories of facts, statistics, statements, and opinions that you collect on your primary issue into subcategories lends structure to your final piece. For example, if your primary issue is poverty, the content you collect might be organized into categories related to poverty in Asia, Africa, South America and the United States. Your content might also be organized into categories by different indicators of poverty—average salaries, levels of education, access to technology, number of hours worked.)

In one sentence, summarize the main idea you're hoping to communicate in your PSA:

(Thinking through the primary purpose for your PSA early will help you to make important decisions about the facts, fonts, images and music to include in your final product. Here are two examples: "After watching my PSA, I want readers to know that life is very different in developed countries than it is in developing countries" "After watching my PSA, I want readers to know that Salem Middle School is a fun place to work and learn."

Emotion you're trying to communicate: _____

Why does this emotion make sense for your PSA:

(Every PSA is designed to persuade viewers to take action on an issue of importance. As a result, every PSA must attempt to make viewers feel specific emotions. Thinking through how you want your viewers to feel early in the planning process will help you to make better choices as you develop your final product.)

Public Service Announcement Planning Template

Planning Your Catchphrase: All group members work together to create the catchphrase

One of the ways that producers of persuasive videos influence readers is by repeating short, memorable catchphrases throughout their presentations. Influential catchphrases will reinforce the main idea and the emotion that the video is hoping to convey. Catchphrases can also be used to provide structure and organization to the video, separating sections related to different subtopics. Finally, catchphrases can be used to convince viewers to take action.

Use the following table to craft a catchphrase for your presentation:

Main idea of your presentation:	Emotions you're trying to convey:	Catchphrase Options: (Draft several options and then select the best.)
Example: That poverty is an issue we should all care about.	Sadness, shock, amazement.	<ul style="list-style-type: none">• Are YOU okay with that?• Poverty's Real. You can help.• Someone's Starving.
Example: Salem Middle School is a great place to work and learn.	Happiness, excitement.	<ul style="list-style-type: none">• You'll LOVE it here!• You'll never want to leave.• Like no other place you've ever learned.
Your main idea:	Your emotions:	Your catchphrase planning:

Selecting Images: Only the person in charge of this completes (if you are using images)

Because public service announcements share a ton of information in a short (2-3 minute) period of time, including images that communicate powerful emotions and ideas is essential. Quality images can catch a viewer's attention and tell a story all at once.

Selecting images IS NOT, however, a quick and easy process! Just like music files and written text, photos are often protected by copyright. To ensure that you are not breaking copyright laws, you must select images from Creative Commons photo-libraries and include links back to the original images found online. The most popular Creative Commons photo-libraries are:

1. **Flickr Creative Commons:** <http://www.flickr.com/creativecommons/>
2. **Wikimedia Creative Commons:** http://commons.wikimedia.org/wiki/Main_Page
3. **Morguefile:** <http://www.morguefile.com>

Use the following table to select 4-5 images to use in your presentation:

Title of image:	Short description of image:	URL of image: (copy and paste from your web browser)
Example: A lady with an umbrella	A picture of a very old Japanese homeless woman with a grooved face.	http://www.flickr.com/photos/sukanto_debnath/508956163/

Public Service Announcement Planning Template

Gathering Content: Only the person in charge of researching facts needs to complete this

The most critical elements in any public service announcement are the facts, statistics, opinions, and quotations that you choose to share with viewers. Without convincing content, you'll never be able to convince viewers to feel the same way that you do about your topic.

Use the table below to begin collecting content for your public service announcement. Remember to find content from each of the subcategories that you identified earlier:

Type of Content	Examples	Your Content
Facts/Statistics: <i>When collecting facts and statistics, consider crafting comparisons or cause-and-effect statements.</i> <i>Remember to record the source for all statistics that you gather so that your viewers can check your presentation for accuracy.</i> <i>Facts and statistics will make up the majority of good persuasive presentations.</i>	<i>While 95% of the people in the US can read and write, 21% of the people in Burkina Faso can read and write. (Comparison)</i> <i>Salem Middle School offers 15 electives, which means students can always find something interesting to study. (Cause and Effect)</i>	Sources used:
Opinion Statements: <i>All public service announcements are designed to be persuasive. Persuasion requires content creators to share their opinions. Be sure to use words and phrases connected to the emotion that you're hoping to communicate!</i>	<i>Poverty is devastating countries, destroying families, and leaving children to fail.</i> <i>Salem Middle School is simply the best.</i>	Sources used:
Quotations: <i>Quotations from recognized experts, international superstars, or the people closest to your issue can be particularly persuasive.</i>	<i>"My greatest wish just to have a chance." --Maresh, Age 5</i> <i>"Pairing accomplished teachers together with good leaders and supportive parents, Salem Middle School has proven to be the Real Deal!" --Governor Mike Easley</i>	Sources used:

Public Service Announcement Planning Template

Selecting Background Music: Only the person in charge of this completes (if you are using music)

Like images, the music that you choose to include in your public service announcement can communicate powerful emotions and ideas to your viewers. If you carefully select a quality background track, you can reinforce the main idea of your presentation and engage your audience at the same time.

Just like photographs and written text, though, photos are often protected by copyright. To ensure that you are not breaking copyright laws, you must select images from Creative Commons audio libraries and include links back to the original images found online. The most popular Creative Commons audio library is Garageband (<http://www.garageband.com>), a website where up-and-coming artists in every musical genre freely share their music with audiences.

While not all songs on Garageband are available for use in your presentation—bands can decide what they'd like to share and what they'd like to protect—you're sure to find something interesting that you can use in your video. You'll know that a song is available for use if you see the following icon posted on the song's homepage:



Use the table below to identify two or three songs that may work for your final presentation:

Title of song:	Short description of song:	Name of band and URL of song: (copy and paste from your web browser)
Example: Stand Alone	A heavy metal song that has a gloomy feel to it. Lyrics talk about standing alone to fight challenges. Good for video on helping poverty.	Band: SevenPercentSolution http://www.garageband.com/song/?pe1 S8LTM0LdsaSgZVixYW4

Now that you've finished planning your public service announcement, it's time to begin assembling your final copy. To do so, follow the directions on the tip sheet titled **Assembling Your Public Service Announcement**.