

Public Service Announcement
Video/Film Class

DEFINITION

Public Service Announcement (PSA) or community service announcement (CSA) is a non-commercial advertisement broadcast on radio or television, seemingly for the public good. PSAs are intended to change public attitudes or actions by raising awareness about specific issues.

TOPIC/TARGET AUDIENCE

Develop a 30-second, video PSA to encourage young adults to recycle. The spot is intended for a national broadcast audience.

PLAN

- Discuss Public Service Announcements
- Groups find two good PSA examples on-line, email links to Mr. Raines
- Watch PSA examples on big screen
- Group completes storyboards, call sheet, location agreement
- Mr. Raines approves all documents
- Groups shoot scenes on campus
- Capture and Edit Video
- Edited 30 second PSA

GRADING

Storyboard (detailed, neat, clear design)	20
Video Quality (lighting, shot framing, shot composition, variety)	20
Sound Quality (clear, consistent, good levels)	20
Editing (clean edits, no flash frames/jump cuts, smooth transitions and/or graphics)	20
Content/Overall Impact (length, quality of overall project, would it “move” young adults to vote)	20
TOTAL	100