PSA Day
Producer Packet

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The Community Media Access Collaborative (CMAC) will be providing a free video production service to help community organizations create a 30 second long public service announcement on Tuesday, March 6, 2018 (PSA Day). All PSAs will air on CMAC's public cable television channel (Comcast 93, U-verse 99 and on the web). Participants will also be given a copy of the PSA to use in social media, websites and online outreach.

Participants will be required to provide CMAC with a type-written 30 second script. This script can be included in a teleprompter for the participant (or their designated representative) to read on-camera or off-camera. Here are some tips for writing your 30 second script. First decide, will this be a general PSA about your organization or will you be promoting a specific event?

General PSA
A general PSA allows you to promote the mission, goals and/or services your organization provides to the community (e.g. public health information, fire safety, Stroke Awareness & Prevention PSAs, etc.). This type of PSA is not intended to promote a specific event.

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
If your organization is holding a special event that you would like to promote, this PSA style is the best choice for you. The goal is to focus on the key information about the event; what, when, where and 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.

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

Please note PSAs must be non-commercial messages. They can promote an event but cannot list admission costs, membership fees or dollar amounts.

Once you have completed your script, read it out aloud at a slow pace a few times to make sure it times out to about 15- 30 seconds. Please do no exceed 45 seconds of read time.

Send the script to johnny@cmac.tv (an attached text file such as a Word or typed out in an email is OK) along with your agency's name, contact information and the name and title of the on-camera personality. In the case of an event specific PSA, please include the event date(s), times and location. You may also bring a digital copy of the script on a

storage drive when you arrive at your appointment time. The CMAC staff will prepare to teleprompter and include all of the information provided in the video for you.

Choosing Your Talent
When you have completed your script, choose a spokesperson (or "Talent") for your PSA. This person can either appear on camera or read from the written copy without appearing on camera. All talent will have the choice to be recorded from the waist up in a standing or seated position. The talent's clothing, fabric patterns and fashion accessories should be taken into account. Small, linear stitching and patterns may cause on camera anomalies so please do not wear these items. Diction, enunciation and general vocal presence are equally important whether the talent is on or off camera.

On-Camera Talent Attire
- 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
- Avoid heavy lipsticks or lip-gloss; they will create a glare
- NO hats

Voice-Over (VO) Talent Tips
- Use a clear speaking voice
- Have a warm, friendly presence
- Good enunciation
- Avoid using filler words such as "um" and "like"

All talent will have the opportunity to rehearse their lines from the teleprompter.

Visuals
There are 3 types of production options in the CMAC studio. Please let CMAC staff know in advance of the registration deadline, which option you would like:

Option 1:
Background: Black curtain with soft lighting or white curtain with some color options.

On-screen: Talent in a sitting or standing position with 2 lower thirds (a special graphic with talent name, talent title, organization name and another with website and/or phone

number). Additional information may be presented for events on an additional lower third. Optional on screen elements such as a logo, graphics and pictures may be added if provided. Please see image specifications details below.

Option 2:
Background: Green screen with organization name, website address, contact info and logo if available. Please see image specifications details below.

On-screen: Talent, lower third with talent name and title. Additional lower third for date and time for events.

Option 3:
Voice-over
In the case of a voice-over, you will need to provide visuals such as photos to display on the screen the entire time. Logos will help brand your message, allowing viewers to immediately identify your organization. The talent will be given a microphone in the studio to record while CMAC staff cuts between the visuals provided.

You may bring in the visuals on a storage drive the day of the studio recording, but emailing them to johnny@cmac.tv in advance is preferred.

Computer Generated Graphics / Logos / Still Images
Pictures from digital cameras, logos, artwork images and scanned photos can be provided on a storage device or sent by email.   Here are some guidelines for providing digital images:

Image formats: JPG, PNG, BMP, GIF, TIFF & PDF
Image size: 1920 pixels x 1080 pixels
Image quality: no less than 72 PPI (Pixels per Inch)

Video Footage
If you have video footage relating to your organization, it may be possible to use it in your PSA. Contact johnny@cmac.tv to discuss formats and quality requirements. Here a couple of guidelines to keep in mind when if you are considering using video footage:

- Shots must be stable and well composed
- No commercial footage or copy written material will be accepted without a written release.