



# 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, August 14th, 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 typed 30 second script presented in any language that is preferred. This script can be included in a teleprompter for the participant (or their designated representative) to read on-camera or off-camera (details for visual options below). 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.

<i>Who</i>	The name of your organization or agency
<i>Why</i>	The mission or goal of your organization
<i>What</i>	A brief overview of the services your organization provides
<i>Where</i>	Address / location of your organization
<i>When</i>	Hours of operation or availability
<i>Contact</i>	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.

<i>Who</i>	The organization sponsoring or benefitting from the event
<i>What</i>	Name of the event; carnival, picnic, walk, car wash
<i>Why</i>	The purpose of the event; to raise funds, promote awareness
<i>Where</i>	Address / Location of the event
<i>When</i>	Date & Time of the event
<i>Contact</i>	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 not exceed 45 seconds of read time.

Send the script to [johnny@cmac.tv](mailto: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.

### **Sample Script for a General PSA**

The Community Media Access Collaborative (or CMAC) is a local non-profit that serves the cities of Fresno and Clovis.

We provide training, media production equipment and studio space so that individuals can have a means to produce videos to share with the community. All videos created by CMAC members will air on local cable television and stream on the web!

We are located in Downtown Fresno at 1555 Van Ness Ave. Visit our website [cmac.tv](http://cmac.tv)

## **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 teleprompter without appearing on camera (voice-over). All talent will have the choice to be recorded from the waist up in a standing 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

### **Off-Camera Voice-Over (VO) Talent Tips**

- Use a clear speaking voice
- Have a warm, friendly vocal presence
- Good enunciation
- Avoid using filler words such as "um" and "like"

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

## **Visuals**

Your script should help you decide how you would like the PSA to be presented visually. CMAC staff will edit in all the visuals provided by you after recording in the studio. Please make sure to have the following visual items decided by the **Content Delivery deadline on Tuesday, August 7.**

### **Is your talent off or on screen?**

Off-screen (talent off-screen, voice over): If your talent will be off-screen, you must provide us with high-quality images and/or video (quality requirements below) to be seen on-screen. Keep in mind that each image should be on-screen for an average of

5-8 seconds and correspond with the information being read aloud (e.g. if your script mentions providing services at a particular location, provide pictures of that location with people, building exterior shots, interior shots etc.). This is the best choice if you want the audience to focus specifically on certain images associated with your organization and nothing else.

On-screen (talent on camera): This option is best if you would like audiences to associate your organization with a friendly face. The video can start with the talent on screen reading the first few opening lines of your script followed by images or video. You could have your talent appear on screen the entire time, though we recommend showing other images to make the PSA more visually interesting. You will have some background options to choose from such as curtain color (gray, black, or white), on set lighting color, or green screen.

If you choose green screen, the background images you provide us must be high resolution and include space on the frame so the talent doesn't block logos or other important details in the image. The green screen background can even include a setting such as your workplace (quality requirements below). E-mail [johnny@cmac.tv](mailto:johnny@cmac.tv) for any questions.

### **On-Screen Text**

There will be a lower third graphic (banner on bottom portion of the screen) that can include informational text such as the on-screen talent's name, your organization's name, contact info or dates/times for an event you're promoting. Ideally we will want to include your organization's logo on screen, if available.

Visual content, scripts and other text information that are to be included on screen must be delivered to [johnny@cmac.tv](mailto:johnny@cmac.tv) by **Tuesday, August 7**.

### **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**

Contact [johnny@cmac.tv](mailto:johnny@cmac.tv) to discuss video 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.

### **Important Dates**

- **Tuesday, July 17** – Informational Session at CMAC (optional)
- **Tuesday, July 31** – Registration Deadline
- **Tuesday, August 7** – Content Delivery Deadline
- **Tuesday, August 14** – PSA Day
- **Tuesday, August 31** – CMAC provides you the finished PSA