

COMMUNITY MEDIA ACCESS COLLABORATIVE



# PRODUCER'S PACKET

**MARCH 2020**

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1555 Van Ness Avenue, Suite 102  
Fresno, CA 93721  
(559) 266-2622

The Community Media Access Collaborative (CMAC) will be providing a free video production service to help community organizations create a 30 second to 1 minute long public service announcement video on **Tuesday, April 7th, 2020 (PSA Day)**. All PSAs will air on CMAC's public cable television channel (Comcast 93, U-verse 99, Apple TV, Roku and on the web). Participants will also be given a copy of the PSA to use in social media, websites and online outreach. **NOTE: If you participated in the last PSA Day (September 2019), you will not be able to register until the next PSA Day (later 2020 date TBD).**

Participants will be required to provide CMAC with a typed 30 second to 1 minute long 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). The following info provides tips for writing your script. **NOTE: CMAC will produce only 1 video per organization. No exceptions.**

### **Eligibility and Registration**

Only nonprofit organizations that serve residents in Fresno County are eligible to participate. PSA Day is limited to only 12 organizations. Only organizations who register and attend the PSA Day Kickoff event on Tuesday, March 24th at 6pm - 7:30pm can participate. An online Google form registration link for the Kickoff event can be found on the CMAC website.

### **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 etc.). This 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: promote awareness, educate etc.
<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 that PSAs must be non-commercial messages. They can promote an event but cannot list admission costs, membership fees or dollar amounts. Please ask the Programming Coordinator if you need any assistance with specific language relating to these details.

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 30 seconds to 1 minute. Please do not exceed 1 minute 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.

### **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.

CMAC fosters creativity by providing media creation tools to the community. A CMAC membership exposes you to a world of cutting edge video equipment, computers and production space. Learn how you can use the power of video to amplify YOUR story while connecting with others. It's time to tell YOUR story.

For more information, please visit our website.

## **Choosing Your Talent**

When you have completed your script, choose a spokesperson 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

## **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 Friday, April 3rd.**

On-screen (talent on camera): Talent will appear on screen reading the first few opening lines of your script followed by images or video. You will have some background options to choose from such as curtain color (gray, black, or white) and other set lighting colors. You could have your talent appear on screen the entire time, though we recommend showing other images to add more visual variety to the video. Please prepare to submit at least a few dozen high-resolution images and/or video clips as well (cell phone pictures and videos can work, too!).

### **On-Screen Text**

There will be some text on the bottom portion of the screen that displays the talent's name and title. Additionally, we will end the PSA with a slide with the org logo, website and/or contact information text.

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 **Friday, April 3rd**.

### **Graphics / Logos / Still Images**

Pictures from digital cameras, cell phones, logos and artwork images may be emailed at any time. Please make sure the photos are of higher quality. Tip: A good way to ensure the photos are high quality, enlarge them to full screen on a computer and determine its quality from there. If files are too large to email, please notify the Programming Coordinator and a Dropbox upload link will be provided.

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**

- **Tues, March 24th** – Kickoff event at CMAC (attendance required)
- **Tues, March 27th**– Finalize participants
- **Fri, April 3rd** – Content Due (Pictures, Video, Logos etc)
- **Tuesday, April 7th** – PSA Day