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# Creating a Video Public Service Announcement

## Creating a Video Public Service Announcement Guide

Creating a Video Public Service Announcement (PSA) can help you bring your community together around a subject that is important to you.

In this guide, you will learn how to create a PSA video to help you share your results and inspire others to become involved in the cause of hunger.

### GETTING STARTED

**THINK.** When it comes to addressing hunger issues, what is important to you—is it raising money to donate to local food banks? Is it volunteering virtually to support a local hunger organization? Is it donating food items to help others? In Lesson Four, you determined the key message for your PSA. Write that message here:

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TIP: Keep your focus narrow and to the point. More than one idea confuses your audience.

**RESEARCH.** You have done some research on your topic, but you can always learn more. Take a look at how people around you act around your topic. Example, do you know anyone personally who faces hunger issues each day? Are you or your friends already volunteering with organizations that address hunger? Are there personal stories you can find of people in your community that are affected by food insecurity? Including real-life examples in your PSA can make a strong impact.

TIP: Including statistics can also get people’s attention, especially if you can find ones that directly relate to them, your audience. You already have data and statistics to share that you collected in Lesson One and from the benchmarks you recorded during your project.

**AUDIENCE.** Who are you targeting—parents, teens, teachers or someone else? You want to make sure you know who you are talking to through your PSA and make sure that your message is clear.

TIP: When it comes to your messaging, short and sweet is key!

**CONTENT.** Before you start filming your PSA you will want to think about your content and how you want to present it. For example, you could write out on paper your PSA and have someone hold it up while you film. You could film the action taking place (*ex. While making a grocery list, one of your family members adds extra non-perishable items to the list to donate.*) You could do a combination of things to help you get your message across to your audience.

TIP: Don’t make this too complicated. Pick something you can easily do and just do it.

**SCRIPT.** You can create a script with a few key points to help you during filming that highlights the major and minor points that you want to make. Be sure the information presented in the PSA is based on up-to-date, accurate research, findings and/or data.

TIP: Grab a 3x5 index card and write down up to 3 talking points that you want to cover.



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**GET CAMERA READY.** Before filming your PSA you want to make sure you are “camera ready.” This means you will need to make sure you:

- Comb your hair
- Plan out what you will wear
- Review your shooting location the day before—try going by at the same time of day you plan on shooting that way you get a better idea of what happens around that time
- Check all your equipment (*smartphone is fully charged & has storage space, you have working headphones with the mic built-in, a soft cloth to clean your camera lense before shooting*)
- Practice your stance, posture, and weight balance—will you be standing or sitting?

### FILMING DAY.

- Grab your camera (*this can be a smartphone if you like*)
- Find a good place to shoot (*find a quiet place you can film without interruptions*)
- Review your notes
- Prop your camera up (*using a tripod or have someone else hold it for you, this avoids shaky videos*)
- Do a test video to make sure everything is working and that your sound is good. Remember, you can use headphones that have a built-in mic so that you can get good audio—audio and video are so important for your PSA.
- Speak slowly, clearly, and loudly with good energy—you want to get people excited and passionate about your topic just like you are!
- Hit the record button—and action!

### TIPS:

- Keep your video short, 30 seconds ideally, but absolutely no more than 45 seconds. Also, make sure that you have a location that doesn't have a lot of noise and has good lighting.
- Be sure to have a clear call to action—tell people exactly what they need to do next as it relates to your PSA.
- Use hand gestures to add energy.
- When you are on screen and speaking, make direct eye contact with the camera so your audience feels like you are looking directly at them.

Once you have recorded your PSA you will want to review it to make sure you covered everything you wanted to before packing up your equipment.

If you need to do any editing feel free to use your favorite editing program (need a suggestion? iMovie for those with Apple products, Windows Movie Maker for PC products).

Once your PSA Video is ready you will provide it to your teacher or club adviser to submit with your contest entry.