

Public Service Announcement Scripting Template

You can use this scripting template to plan a public service announcement (PSA) similar to the *Poverty Matters* presentation posted online at <http://bit.ly/smskivavideo>.

Creating an Outline

Title of your PSA:

Consider giving your PSA a clever title that will make it memorable to viewers. Like the titles of books or movies, PSA titles are important for engaging viewers. An engaging title can even bring viewers to your presentation by itself!

Topic of your PSA:

Subcategories of your topic:

- 1.
- 2.
- 3.
- 4.

When planning your PSA, organizing the categories of facts, statistics, statements, and opinions that you collect on your primary issue into subcategories lends structure to your final piece. For example, if your primary issue is poverty, the content you collect might be organized into categories related to poverty in Asia, Africa, South America, and the United States. Your content might also be organized into categories by different indicators of poverty such as average salaries, levels of education, access to technology, or number of hours worked.

In one sentence, summarize the main idea you're hoping to communicate in your PSA:

Thinking through the primary purpose for your PSA early will help you make important decisions about the facts, fonts, images, and music to include in your final product. Examples: *"After watching my PSA, I want my audience to know that life is very different in developed countries than it is in developing countries."*

Emotion you're trying to communicate:

Why this emotion makes sense for your PSA:

Every PSA is designed to persuade viewers to take action on an issue of importance. As a result, every PSA must attempt to make viewers feel specific emotions. Thinking through how you want your viewers to feel early in the planning process will help you make better choices as you develop your final product.

Gathering Content

The most critical elements in any public service announcement are the facts, statistics, opinions, and quotations that you choose to share with viewers. Without convincing content, you'll never be able to convince viewers to feel the same way that you do about your topic.

Use the following table to begin collecting content for your public service announcement. Remember to find content from each of the subcategories that you identified earlier.

Types of Content	Your Content
<p>When collecting facts and statistics, consider crafting comparisons or cause-and-effect statements. Remember to record the source for all statistics that you gather so your viewers can check your presentation for accuracy. Facts and statistics will make up the majority of good persuasive presentations.</p> <p>Example: <i>While 95 percent of the people in the United States can read and write, 21 percent of the people in Burkina Faso can read and write.</i> (comparison)</p>	<p>Sources used:</p>
<p>All public service announcements are designed to be persuasive. Persuasion requires content creators to share their opinions. Be sure to use words and phrases connected to the emotion that you're hoping to communicate!</p> <p>Example: <i>Poverty is devastating countries, destroying families, and leaving children to fail.</i></p>	<p>Sources used:</p>
<p>Quotations from recognized experts, international superstars, or the people closest to your issue can be particularly persuasive.</p> <p>Example: <i>"My greatest wish is just to have a chance."</i> —Maresh, age 5</p>	<p>Sources used:</p>

Planning Your Catchphrase

One of the ways that producers of persuasive videos influence readers is by repeating short, memorable catchphrases throughout their presentations. Influential catchphrases will reinforce the main idea and the emotion that the video is hoping to convey. Catchphrases can also be used to provide structure and organization for the video by separating sections related to different subtopics. Finally, catchphrases can be used to convince viewers to take action. Be sure to draft a few catchphrase options and then select the best.

Use the following table to craft a catchphrase for your presentation.

Main Idea	Emotions to Convey	Catchphrase Options
Poverty is an issue we should all care about.	Sadness, shock, amazement	Are <i>you</i> okay with that? Poverty's real. You can help. Someone's starving.
Your main idea:	Your emotions:	Your catchphrase planning:

Selecting Images

Because public service announcements share a ton of information in a short period of time (two to three minutes), you should include images that communicate powerful emotions and ideas. Quality images can catch a viewer's attention and tell a story all at once.

Selecting images is *not*, however, a quick and easy process. Just like music files and written text, photos are often protected by copyright. To ensure that you are not breaking copyright laws, you must select images from Creative Commons photo libraries and include links back to the original images found online. The most popular Creative Commons photo libraries are:

- **Flickr Creative Commons**—www.flickr.com/creativecommons/
- **Wikimedia Commons**—http://commons.wikimedia.org/wiki/Main_Page
- **MorgueFile**—www.morguefile.com

Use the following table to select four to five images to use in your presentation; copy and paste the image's URL into the final column.

Title	Short Description	URL
A lady with an umbrella	A picture of a very old Japanese homeless woman with a grooved face	www.flickr.com/photos/sukanto_debnath/508956163/

Organizing Content

Now that you've collected the source material for your public service announcement, you are ready to begin organizing your content and your images into an influential final product. Remember that persuasive videos often include short groupings of similar facts or images followed by catchphrases that are repeated throughout the video.

Use the following table to begin organizing the content for your video. In the first column, list the facts, statistics, opinions, quotations, or images that you plan to use in your presentation. In the second column, list any special effects you'd like to use, such as transitions between slides, different font colors, or capitalization for emphasis. Be aware that a two-minute video will require about twenty total scenes.

Scene	Special Actions and Effects
The average American makes \$42,000 per year.	Make \$42,000 larger than other fonts. Use yellow for \$42,000 and white for all other words. Use “fade out” transition at the end of slide.
The average Zimbabwean makes \$200 per year.	Make \$200 larger than other fonts. Use yellow for \$200 and white for all other words. Use “fade out” transition at the end of slide.
Are you okay with that?	Use catchphrase to end the section on salaries. Capitalize <i>you</i> . Use yellow for <i>you</i> and white for all other words. Use “fade out” transition at the end of slide.

Selecting Background Music

Like images, the music that you choose to include in your public service announcement can communicate powerful emotions and ideas to your viewers. If you carefully select a quality background track, you can reinforce the main idea of your presentation and engage your audience at the same time.

Just like photographs and written text, though, music is often protected by copyright. To ensure that you are not breaking copyright laws, you must select audio files from Creative Commons audio libraries and include links back to the original files found online.

The easiest way to ensure that you are using Creative Commons music in your videos is to create your final products with Animoto (<http://animoto.com>), an easy-to-use online moviemaking tool that has an extensive library of Creative Commons music tracks that can be added to videos.

While regular Animoto users can only create thirty-second videos for free, teachers and students can visit <http://animoto.com/education> to sign up for educator accounts with access to additional features.

Now that you've finished planning your public service announcement, it's time to begin assembling your final copy. To do so, follow the directions on the tip sheet "Assembling Your Public Service Announcement" (see go.solution-tree.com/technology).