

**Public  
Service  
Announce  
ment  
Video**

# Public Service Announcement Video

PSAs are any message promoting programs, activities, services or missions of organizations.

They create a forum for learners to actively participate in a project that will allow them to become stewards of and advocates for social change. Keep your message clear and simple, and target your intended audience.

## **INSPIRATION**

<http://www.adcouncil.org>  
Source: Center Digital

1. **Choose your topic**
2. **Research Topic**
3. **Consider your audience.**
4. **Consider the right venue to show the PSA (where is the audience at? What format does the video need to be? Will it be on Social Media?)**
5. **Sketches (digital or hand-drawn)—any specific examples that show how you got to your final outcome.**
6. **Grab your audience's attention (visual effects, an emotional response, humor, or surprise to catch your target audience)**
7. **Create a script and keep your script to a few simple statements.**
8. **Storyboard your script.**
9. **Film and edit your PSA footage.**
10. **Find your audience and get their reaction. How do they respond and is it in the way you expected? Your goal is to call your audience to action. Are they inspired?**