



LOWER CAPE TV

# PSA DAY

508.694.3500 or [production@lowercapetv.org](mailto:production@lowercapetv.org) to reserve your spot!

## WELCOME TO PSA DAY!

### SOME PSA TIPS

**Plan what you want to on focus on in advance.** Pick the one most important thing you want your PSA to communicate.

**Collect some visuals.** Still photos, B-roll video, graphics... Simple visuals combine with your voice to create a more engaging message than your smiling face alone. Don't just tell – show!

**Write a short script that reads the way you speak.** A script presents spoken words, with pacing and language different from formal written text. Your mission statement might be perfect for the annual report, but for your script... use direct spoken language.

**Practice your script.** Even if you'll have your script on the teleprompter, practice speaking it aloud in advance. Get comfortable with the words and cadence. If you stumble in the same place, change the script to make it more natural and comfortable to you.

**Don't stress. Really.** It's just some video. Taping a PSA doesn't commit you to using it forever!

**Be you.** Let your authentic belief in your organization come through.

Welcome to LCCAT's once-a-quarter PSA Day – where we invite members of the nonprofit community to come on in and tell their story.

### WHAT IS A PSA?

**PSA = Public Service Announcement** = a short message that educates or informs people about something that matters to your organization. It could be a message about who you are, about an upcoming event, or about an issue, cause, or topic that you work on.

**Persuasive!** PSAs have a point of view. Show or tell that view clearly, and get people interested in or excited about it.

**Clear!** PSAs focus on a message. Pick one thing you want the PSA to communicate. Say it straightforward. Show it. Repeat it simply and clearly.

**Concise!** Typical PSAs are 30-60 seconds long. Think of them as the tasty tidbit on the toothpick that whets the appetite... not the main course!

**Factual!** PSAs use reliable sources, accurate facts.

**Engaging!** PSAs grab and keep a viewer's eye with images, video, music, narration, interviews, graphics, animations. They don't have to be complex or busy or fancy, but good visuals and a lively tone help share your message.

**30** = **60-70**  
*seconds*                      *words*

**1 Picture**  
= **1000** words