



Anthony Wojtkowiak's

PRODUCING A CREATIVE PSA



PSA Tactics

- Fear
 - don't text and DrivE
- Guilt
 - "For a Dollar a Day..."
- Demands
 - "Just say no"
- me, Me, ME

GOOD PSA Tactics

- ADDRESS THE AUDIENCE'S NEEDS
 - In advertising, this is called "tension"
 - Some common types of "tension" might include needs like
 - Health
 - Exercise leads to reduced weight and blood pressure
 - Consumer is healthier, work is easier for doctors
 - Save money
 - Free low-flow shower heads in Miami
 - Consumer saves money, Miami saves water
 - Cash for Clunkers!



Have a Brand

- Don't think of a polar bear
- What do you think of when you see
 - Soda
 - Coca-Cola
 - Video games
 - Call of Duty
 - Computers
 - Microsoft
- The More You Know



Some PSAs

- Malaria No More Mock PSA
 - Makes the audience happy!
 - Breaks the “fourth wall”



Making Your PSA

- Whatcha gonna need
 - An idea
 - A VERY CLEAR, EASILY UNDERSTOOD IDEA
 - That people will never forget
 - Practice explaining the whole idea of your PSA in ONE SENTENCE
 - Camera
 - Practice using the camera!
 - [CreativeCommons.org](https://creativecommons.org)

Making Your PSA


- Camera Techniques

- The Rule of Thirds

Please keep the camera steady!



Making your PSA

- Stuff you might need
 - Actors
 - (Actors are not stuff, by the way. They're people.)
 - Props
 - Costumes
 - A microphone
 - Editing software
 - If all else fails, use iMovie or Windows Movie Maker
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For Further Reading

- *It's Not How Good You Are, It's How Good You Want to Be* by Paul Arden
 - *Screenplay* by Syd Field
 - *Acting in Film* by Michael Caine
 - *How to Win Friends and Influence People* by Dale Carnegie
 - *In the Blink of an Eye* by Walter Murch
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