

WIN-TV PSA DAY

PRODUCER'S PACKET

599 Matianuck Ave – Windsor, Connecticut 06095 - (860) 688-2626

www.win-tv.org – win-tv@win-tv.org

Planning Your PSA

WIN-TV offers local non-profit and civic organizations the opportunity to produce video **Public Service Announcements (PSAs)** free of charge. In turn, we do require a certain amount of involvement and pre-production preparation by the organization or non-profit. It is important that we receive certain materials from you ahead of time. Please read through this packet for more information. To schedule your appointment, please fill out the form included in this packet or the online form at www.win-tv.org

When you are planning your PSA please ask yourself the following questions:

- *What exactly am I promoting?*
- *Is community television the proper medium for my message?*
- *Who am I targeting or trying to reach?*
- *Is this information time sensitive?*

WIN-TV is a non-profit, non-commercial television station, therefore commercial messages are prohibited. Non-profits can promote their organization and events, but cannot include any reference to any dollar amounts, or fees in their PSAs.

Choose from one of the following PSA types:

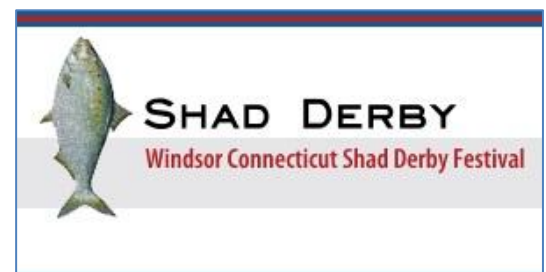
Generic PSA

A *Generic PSA* gives you a forum to promote what your organization is all about and what it provides. This PSA could be a public service or a public health message such a Food Bank PSA or Senior Safety PSA. This type of PSA is not intended to promote specific or time sensitive events.



Event Specific PSA

The Chili Challenge, Shad Derby Parade, Chamber of Commerce Golf Tournament are all examples of an *Event Specific PSA*. These are special events an organization would like to promote. Focus on the *what, when, where, and how* to get more information about the event. You may include general information about the sponsoring organizations, but publicizing the specific event is the primary goal. Please keep in mind: you should plan to shoot your event specific event one to two months in advance of your event to allow time for it to air on WIN-TV and to promote your event adequately.



Planning Your PSA

Assign someone in your organization to write the copy or script that will be read to promote your organization, event or public service message. You will have a maximum of 28 seconds to get your information out there. The information you provide depends on which PSA you will choose to produce.

Generic PSA

- **Who:** The name of your organization and the names of who is on camera
- **Why:** Your mission statement or goal of your organization
- **What:** A brief overview of the services your organization provides
- **Where:** Address / Location of your organization
- **When:** Hours of operation or availability
- **Contact:** Phone, mail, email or website for further details

Event Specific PSA

- **Who:** The organization sponsoring or benefitting from the event
- **What:** Name of the event; festival, picnic, walk, car wash
- **Why:** The purpose of the event; to raise funds, promote awareness
- **Where:** Address / Location of the event
- **When:** Date & Time of the event
- **Contact:** Phone, mail, email or website for further details

Script Sample (Generic PSA)

ARE YOU LOOKING FOR A WAY TO GIVE BACK TO YOUR COMMUNITY AS WELL AS MEET NEW PEOPLE? THE [YOUR ORGANIZATION] MEETS THE FIRST MONDAY OF EVERY MONTH AND SPONSORS TOWN EVENTS SUCH AS [YOUR EVENT 1], [YOUR EVENT 2]. WE ALSO RAISE AWARENESS FOR [YOUR CHARITY] AND PROVIDE SCHOLARSHIP OPPORTUNITIES FOR LOCAL WINDSOR STUDENTS. IF YOU'D LIKE TO MAKE A DIFFERENCE, CONTACT US AT 860-688-2626 OR VISIT OUR WEBSITE AT WWW.YOURWEBSITE.COM.

Script Sample (Event Specific PSA)

[YOUR ORGANIZATION] IS HOLDING OUR ANNUAL FALL CELEBRATION SATURDAY, OCTOBER 8 FROM 9AM TO 3PM ON THE WINDSOR TOWN GREEN. THERE WILL BE LIVE MUSIC, GREAT FOOD AND RAFFLE PRIZES ALL DAY LONG. FUN FOR THE WHOLE FAMILY! FOR MORE INFORMATION, CALL 860-688-2626 OR VISIT OUR WEBSITE AT WWW.YOURWEBSITE.COM

Planning Your PSA

Once you have completed your script, save it in Word. Then email it as an attachment to us at www.win-tv.org with the subject heading, **PSA script**. We will have it printed out in large font on cue cards to be ready for you to read on the day of your PSA shoot. WIN-TV must receive your PSA script at least **3 business days prior** to your schedule appointment.

Additional information also needed in advance include: Organization name and contact information, name and title of any on-camera talent, and in the case of an Event Specific PSA—event times, location, etc. We need this information ahead of time to program it all into the character generator which is used to display your information as you are taping your PSA.

Choosing Your Talent

This person can either appear on camera or read the written copy without appearing on camera. Whether the final version shows the person on camera or not, all talent will be filmed in a seated position, framed from the waist up. Annunciation is equally important for both.

On Camera Talent

- Avoid wearing white shirts/blouses
- White may be worn under a jacket or sweater
- Avoid busy patterns or plaids
- Avoid large earrings, necklaces and bracelets that will create audio noise

Voice Over Talent

(also applies to On Camera)

- Clear Speaking Voice
- Warm and relaxed presence
- Clear annunciation
- Avoid filler words like “umm,” “uh,” “like”

All talent should rehearse their script so that they feel comfortable with the information they will be presenting.

Visuals

The more visuals you provide, the better your PSA will be. In the case of a “Voice-Over” they are essential. These will add variety to your PSA and reinforce your message by allowing viewers to immediately identify your organization

Some examples of visuals we can include in post production are:

- Organization logo
- Still photos
- Video clips

All visual materials must be submitted a minimum of 3 days prior to your scheduled PSA Day time for review. Logos and photos may be emailed to us at win-tv@win-tv.org. Video clips may be submitted on a disc or brought in on a flash drive and transferred to our computer.

Guidelines for Computer Generated Graphics / Logos

- Image formats: JPG, BMP, GIF, TIFF, PDF
- Minimum image size: 640 pixels by 480 pixels
- Image resolution: 72 dpi or higher

Guidelines for Video Clips

Contact the WIN-TV staff to discuss formats and quality requirements. Here are some guidelines you should keep in mind if you want to provide some video footage;

- Clips must be of good quality with proper lighting and stable camera shots
- You must own the copyright and /or have permission to use the video clip
- You must have permission of anyone identifiable in the clip that their likeness can be used on WIN-TV

PSA Day Reservation Form

To reserve an appointment at the next PSA Day, please fill out the information below and fax to WIN-TV at (860) 688-4671 or mail to WIN-TV, 599 Matianuck Ave, Windsor, CT 06095. Or you may fill out our on-line form at www.win-tv.org.

PSA Day is open to non-profit, civic and community service organization. It is not intended For political messages or religious affiliations.

Organization

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Website: _____

Someone from WIN-TV will call you or email you to arrange an appointment.

If you have any questions, please contact WIN-TV at (860) 688-2626 or by email win-tv@win-tv.org

We look forward to working with you!