

**Public Service Announcement Project**  
**COM 380 Field Video I**  
**Dr. Bolduc Fall 2005**

Project Description:

Teams of students will write and produce an original, professional quality 30-second public service announcement for an outside client, working with students from COM 467 Advertising in Mass Communication. The PSA must be for a real client, on campus or off, such as a non-profit agency, campus service organization or community group. Each PSA must have an official “sponsor.” Student groups are to contact representatives of the sponsoring organization and meet with them to determine the agency’s willingness to participate, then design message and execute the production.

Due: - \_\_\_\_\_

Objectives:

- Gain experience developing a persuasive television message for a non-profit agency.
- Participate in a service-learning project for which students work with community groups to apply their communication skills in assisting the group in its mission.
- Plan and produce an effective video production project directed at a specified audience that is complete, coherent, dynamic and persuasive.

Product to be submitted:

- 1) Before work on project can begin,
  - a) Three groups will be formed to work with student groups from Dr. Noor Al-Deen’s advertising course (COM 467).
  - b) Script idea summaries – one-to-two page summary of script ideas and persuasive approach. Final script and persuasive approach must be approved by the professors and the clients.
  - c) Script and storyboard; relevant research; production plan; location scout.
- 2) With the final tape – Project Portfolio (1 per group):
  - a) Executive summary with group member names, agency name, name of contact person and relevant contact information.
  - b) Message summary including thematic format, persuasive technique used, target audience, intended venue and expected results.
  - c) Script
  - d) Record of client contacts: calls, printed emails, technical video format requested by the client
  - e) Research: a one-page summary of information and additional documentation, notes from meetings
  - f) MiniDV tape of the project including: Slate - 10 seconds; 5 seconds – black; countdown; PSA
  - g) PSA must be cued to slate.

- Slate should include:

Client

- Title
- Length (e.g., :30)
- Producing team’s last names
- Date
- UNCW
- Dept. of Communication Studies

Process:

- Brainstorm potential clients, discuss with Drs. Noor Al-Deen Bolduc and prioritize choices.
- Research organization, identify agency representative with decision-making authority, secure contact information.
- Meet with client representative to discuss potential persuasive messages and goals.
- Research subject and organization in depth.
- Develop 2-4 treatments to present to client.
- Upon approval of message and production approach as presented in treatment, develop full script and storyboard.
- Provide script and storyboard to client for approval.
- Plan production, coordinate talent and crew, scout the location, reserve equipment, review and select music,

- obtain digital copies of agency graphics (e.g., logos).
- Shoot video.
- Edit video on digital editing system.
- Screen video for Drs. Noor Al-Deen and Bolduc, then for client.

Production notes:

- Be acutely aware that communication with your sponsoring agency is: 1) absolutely critical to the success of your project and, 2) often the single most difficult part of the project. You must be persistent and assertive in staying in contact with the designated representative from the agency. Your agency contacts are very busy people with many duties so it is your responsibility to make sure communication flows effectively and efficiently.
- Sponsor must be identified in the PSA. The sponsoring agency may be identified at any time in the PSA through visual or aural means. Some PSAs identify the sponsor through the script or by including the name or logo on the screen throughout the PSA. Sometimes the PSA is designed so that the sponsor's logo or name will appear in the last 3 to 4 seconds of the spot. Be sure to account for this and plan your PSA script accordingly.
- Content must be appropriate for telecast on local cable and broadcast outlets.
- All content must have legal permission as needed (e.g., copyright-free music, talent release forms). Be enterprising in identifying potential visual and aural content that will help communicate your persuasive message...and get the rights to use it (e.g., locate dramatic images on-line, convince a local band to contribute one of their songs to the PSA).
- PSAs must be between 29;25 and 30;00 (seconds;frames) and can absolutely run no longer than 30 seconds.