

4th Annual Kicking Butts on Film (...and Radio!) Contest

Making a Memorable PSA

Thinking Ahead

- ✘ **Keep to the time limit.** Make sure your spot is exactly 30 seconds - it's like a TV or radio commercial so edit accordingly!
- ✘ **Consider your audience.** Keep in mind that you are trying to reach people your age. Also remember that if you win, your PSA will be broadcast on the Web and maybe TV or radio, so keep it appropriate and G-rated.
- ✘ **Focus your message and theme.** You only have 30 seconds so use your words and/or images and time wisely. Pick one of the four themes and leave your audience with one easily understood message.
- ✘ **Brainstorm ideas.** Search the Web and listen to (or watch) PSAs created by advocacy groups to help jog your creativity. Also, it's helpful to test your ideas on others. While solo film makers or broadcasters are welcome, don't underestimate the creativity of a group of friends, class or club.
- ✘ **Identify your "hook."** You have to grab your audience's attention to get them to hear your message, so think of ways to "hook" them! A hook can be a funny message, a statistic, an emotional story, etc.
- ✘ **Check your facts.** Make sure all of the information that you use is accurate and up-to-date.
- ✘ **Think of creative visuals.** Your PSA can be live-action or animated, and include anything from people to puppets. If you are already planning a Kick Butts Day event, use footage (or sound) from your event to spice up your PSA!

Making Magic

- ✘ **Speak slowly and clearly.** Make sure all dialogue is understandable. For video PSAs, make sure that everyone who speaks is facing the camera.
- ✘ **Make text readable.** If your spot displays text, make sure the words are on the screen long and large enough for the average person to read them. And make sure they are not blurry.
- ✘ **Video Specs.** Film in high-resolution. And save your video in .mov, .avi, .wmv or .mpg format.
- ✘ **Keep your raw materials.** Keep your original video and computer files until the contest is over!

HELPFUL RESOURCES

Check out the Campaign for Tobacco-Free Kids Web site for tobacco facts and information that can help you get started: <http://www.tobaccofreekids.org>

If you need help producing your film or radio broadcast, you can get help from your local community access cable TV station or radio station. Many offer free production courses and provide access to their production equipment.

STAND OUT. SPEAK UP. SEIZE CONTROL.

Special thanks to our friends from the84.org for their guidance in developing the PSA contest and contest materials.

Kick Butts Day is supported by

