

KICKING BUTTS ON FILM

AGE GROUP: middle school, high school and above.

NUMBER OF PARTICIPANTS: The more the merrier.

TIME: One week.

RESOURCES: Camcorder, digital camera or cell phone with video recording.

COST: \$0–\$200.

Are you an aspiring filmmaker? Do you or the youth you work with love acting? Here's a chance to share your anti-tobacco message with the world.

You can reach hundreds of thousands of people by making a public service announcement (PSA) and posting it on YouTube. This is a great opportunity for youth to stand out, speak up, and seize control against Big Tobacco.

What is a public service announcement (PSA)?

A public service announcement is a free advertisement broadcast on radio or television that promotes information for the public good. PSAs are intended to influence public attitudes by raising awareness about specific social issues.

How do I get started?

You'll need a camcorder, digital camera, microphone, computer or a cell phone that can capture video or audio. The equipment you'll need will depend on whether you decide to do a television PSA or a radio PSA. Choose your topic, write your script, shoot your video (or record your audio), and edit it with software such as iMovie or Windows Movie Maker to add titles and special effects.

MAKING AN EFFECTIVE PSA

Step 1 – Pick a topic.

Here are some suggestions:

- **Send a message to Big Tobacco.** Let tobacco companies know they can't target you! Find out more in Expose Big Tobacco on page 4.
- **What's in a cigarette?** For starters, arsenic, carbon monoxide and formaldehyde. Get more facts in They Put What in a Cigarette?! on page 18.
- **How does the tobacco industry target you?** Tobacco companies continue to advertise in stores near schools and playgrounds. More facts are in Tobacco 101 on page 6.

Step 2 – Make a plan and make movie magic!

After you've researched your facts, choose one point you want people to get from your PSA, write your script, then shoot (or record) and edit it. The finished PSA should only be 30 seconds.

Step 3 – Post it on YouTube! After you're finished editing post your PSA on YouTube.

For help posting on YouTube, visit:

<http://help.youtube.com/support/youtube/>.



MAKE SURE YOUR SPOT IS EXACTLY 30 SECONDS.



Step 4 – Enter the Kicking Butts on Film (... and Radio!) Contest.

Check out the Kick Butts Day website for more information about the Kicking Butts on Film (... and Radio!) contest and how to enter.

Tips on making a great PSA:

- **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 your PSA will be broadcast on the Web and maybe TV or radio, so keep your message appropriate and G-rated.
- **Focus your message and theme** – You only have 30 seconds so use your words, images and time wisely. Pick your theme and leave your audience with one easily understood point.
- **Brainstorm ideas** – Search the Web and watch or listen to 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. Consider using footage or sound from your KBD event to spice up your PSA!
- **Speak slowly and clearly** – If your spot has dialogue, make sure it makes sense and that your actors can be understood.
- **Use titles or graphics to illustrate numbers and figures** – It's easier to understand what facts and figures mean if you illustrate them with graphic representations. For radio PSAs, keep facts and figures simple and easy to understand.
- **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. If the words move across the screen, make sure it moves at a speed that's comfortable to read.
- **Video and Audio Specs** – For the best quality, film in high-resolution. And save your video in .mov, .avi, .wmv or .mpg format. For radio PSAs, save your audio in .wav or mp3 format.