



PSA PRODUCTION GUIDEBOOK
2024 Edition

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WELCOME TO PCTV PSA DAYS 2024!

On behalf of everyone at Pittsfield Community Television and WTBR-FM, including our staff, members and Board of Directors, I would like to express my appreciation for your involvement in our annual PSA Days production event. When it was first launched in 2018, our Executive Director Shawn Serre and I could not have imagined the weight of its impact: over the past years, the PCTV staff has produced 129 video and radio PSAs, supporting the missions of 59 organizations.

This is an incredible service that we have been able to provide our community non-profits - and whether you are one of the organizations who we've served in the past returning for an updated PSA, or a brand new PSA producer who is experiencing what we do best for the first time, it is a pleasure to add you to that growing list of production success stories.

As in past years, the goal of this guidebook is to help make your task - that of producing a high-quality public service announcement ready for our staff to craft into a masterpiece that can serve your organization for years to come - that much easier. Within you'll find all of the suggestions that PCTV has developed over the past six years in order to facilitate a fantastic looking and/or sounding PSA, as well as tips on how to produce the most professional result possible.

And in that task, we are here to help - if at any point during the pre-production process you require assistance, please do not hesitate to contact me and the PCTV Staff via phone at (413) 445-4234, or via email at PSADays@PittsfieldTV.org. It would be our pleasure to help you in any way that we can.

Thank you for all the wonderful work your organization does for our community each and every day, and for allowing PCTV and WTBR-FM to be a part of that experience as we help you fulfill your mission!

Sincerely,



Matthew Tucker
Engagement & Experience Coordinator
PSA Days 2024 Event Coordinator
Pittsfield Community Television & WTBR-FM

P.S. - Please lock this date into your calendars: **Friday, March 1, 2024 at 5:00pm**. In order to help you create the best PSA we can, this is the deadline for any media relating to your PSA. Creating a successful PSA can't be done without your help!

TYPES OF PUBLIC SERVICE ANNOUNCEMENT

As you develop your Public Service Announcement (PSA) script, one of the most important details to consider is the objective of your video and/or audio. While there are many different ways to deliver a message, most PSAs fall into one or two broad categories:

GENERIC PSAs

A generic or general PSA allows you to promote the mission, goals and/or services your organization provides to community. These PSAs are great for raising awareness for your organization, and are "evergreen," making them extremely versatile and able to be used for many different applications. As such, this type of PSA is not intended to promote specific or time sensitive events.

It is recommended that a Generic PSA includes the following:

WHO - Your organization's name

WHY - A mission statement for your organization, or its overall goal

WHAT - An overview of the services your organization provides

WHERE - Where your organization can be found physically

WHEN - When your organization is open and operating, or when staff are available

CONTACT - How to reach your organization, including phone, mail, and internet addresses

Note that a Generic PSA can address the services of your entire organization, or can focus on a smaller department or project within your organization.

EVENT SPECIFIC PSAs

This style of PSA is designed to be focused on a special event your organization is holding. While you can include general information about the organization as a part of the PSA, the main focus is the event itself. Note that it's important to plan ahead if you're using this format of PSA, since you will want to allow for ample time for the PSA to be seen on PCTV's channels, as well as online.

It is recommended that a Event Specific PSA includes the following:

WHO - The organization holding or benefitting from the event

WHAT - Name of the event, as well as what type of event it is

WHY - The reason the event exists, such as fundraising or raising awareness

WHERE - The specific location of the event, especially with an address

WHEN - The date and time the event is being held

CONTACT - Where you reach out via phone, mail, email or website for more information

It's also important to remember that since PSAs are non-commercial messages, they can promote an event but should not list membership fees or dollar amounts. You want to inspire your audience to find that information out for themselves when they contact you for more information.

PRODUCTION ELEMENTS

Once you've chosen the type of PSA you'd like to produce, you'll want to put together all the elements you would like the PCTV staff to include in your final product.

In order for the staff to be able to work with the elements and have them ready for your PSA, you will need to either email them to the staff at PSADays@PittsfieldTV.org, or drop them off at the station physically using a portable USB drive.

ALL PRODUCTION ELEMENTS MUST BE RECEIVED BY PCTV NO LATER THAN FRIDAY, MARCH 1, 2024 AT 5:00PM - ELEMENTS SUBMITTED LATER THAN THIS CANNOT BE INCLUDED IN THE PSA!

SCRIPT:

Structured around the format you've chosen on the previous page, you will want to write a script. A later section in this guide will give you an idea of what your script should contain. A well structured script will give our team the tools we need to provide you with the PSA production you envision.

VISUALS:

If you've chosen to produce a video PSA to share your organization's message, we recommend that you consider adding as much additional visual content as you are able. This is especially true when a PSA is done in "voice-over." These include your organization's logo(s), photos and video clips.

DIGITAL IMAGES should be as large as possible in order to be displayed well on the recording - we recommend sizes at least 1920x1080 pixels at no less than 72 dpi, and can easily work with images larger than this. Preferred image formats include JPG, BMP, PNG, TIFF, PDF and EPS, and are "landscape" formatted.

MICROSOFT POWERPOINT or similar slide decks can be an easy way to create informative visuals for a PSA. Make sure that slides are concise, and are written in a bold font for easy reading. Small details such as charts are difficult to read quickly during a PSA, and will not play well via television, nor will presentations in "portrait" mode.

VIDEO FOOTAGE is also a welcome addition to your PSA. The staff at PCTV can help you convert your footage to a format that we can use in your final product. However, before using video, consider the following guidelines:

- All video must be high-definition or higher quality, to maintain a modern image standard.
- All video must be stable, well composed using professional guidelines, and be in a widescreen format (no cell phone videos shot vertically)
- No commercial footage may be used, and copyrighted material will only be accepted with written permission.

MUSIC:

Your PSA will draw attention with the right background music - you may browse the music library available to us at www.AudioBlocks.com to select an appropriate selection, or our staff can select one for you if you prefer.

THE PRODUCTION SCRIPT

Once you've written the dialogue that the talent will read (using our teleprompter for a video PSA, or just on paper for an audio PSA), and you've selected the visuals you want displayed, you will need to put them into a Production Script. If your PSA will be simple or audio-only, this could be a standard word processor document with the text your talent would read on the recording.

For more complex PSAs, we suggest considering the use of a script with a professional television production "A/B" format - the left side of the script will outline the text that will be read on the air, while the right side offers cues as to when to put up the various production elements. This includes video elements such as graphics, and audio elements such as sound effects.

The following page has an example of one of these scripts - it's the actual script that we used to create our "meta" PSA about this year's PSA Days 2024 event. You can watch that video at www.PittsfieldTV.org/PSADays - we encourage you to watch our PSA and follow along with the script to see how we planned the video, and see how you can do the same.

If you'd like to create an A/B Script like this, you may download our easy-to-use template located at <http://bit.ly/PSAScriptTemplate>.

Whether you choose a simplified script or an A/B script, we ask you to email the finished product to PSADays@PittsfieldTV.org - we will review it with you, provide any feedback we think will help improve the final production, and prepare it to be read for your final production.



Pittsfield Community Television - PSADays2024

Organization Name: Pittsfield Community Television

Reservation Number: 2024-000

TELEPROMPTER SCRIPT	VISUALS
<p>MATT: Heythere Pittsfield Non-Profits! Matthew Tucker here, PCTVand WTBR-FM'sEngagement & Experience Coordinator, and I am excited to tell you all about this PCTVPSADays2024.</p> <p>JEFF: (Enters from Hallway) Did you tell them the dates and times, starting March 14 and ending March 16th?</p> <p>MATT: I wasjust about to...</p> <p>DAVID: (Enters from Studio KDoor) Have you told them that Pittsfield non-profits get to create a script about whatever servicesor events they'd like, and get an hour of production time in either our TVstudio, our radio studio, or both?</p> <p>MATT: I just started telling them about...</p> <p>DAVE: (Entersfrom front door, complete with binging noise) Did you mention that we'll play video PSAs on all three of PCTV'schannels, radio PSAs on regular rotation on WTBR-FM, and all PSAs will be available for use online and elsewhere?</p>	<p>MUSIC:"Feeling Alive" (https://www.storyblocks.com/audio/stock/feeling-alive-348663452.html)</p> <p>SCENE: PCTVFront Lobby</p> <p>LOWER3RD: "March 14 – 9:00am to 5:00pm March 15 – 9:00am to 9:00pm March 16 – 9:00am to 1:00pm"</p> <p>B-ROLL: Former PSADaysContent, Studio Footage (Provided on PSADaysHard Drive)</p> <p>GRAPHICS: FullScreen-Channels.png FullScreen-WTBR.png</p>

Pittsfield Community Television - PSA Days 2024

Organization Name: Pittsfield Community Television

Reservation Number: 2024-000

TELEPROMPTER SCRIPT	VISUALS
<p>MATT: There are so many places that you will be able to watch...</p> <p>BOB: (Enters from his office) Did you thank our generous underwriters, Berkshire Community College and ParkSquare Productions?</p> <p>MATT: Thank you to our...</p> <p>JODY: (Enters from her office) Did you mention that everything non-profits need to get started with their PSA can be found at www.PittsfieldTV.org/PSADays?</p> <p>MATT: If I were allowed to get a word in...</p> <p>SHAWN: (Enters from his office) Did you tell that that everything included in their hour of production time is free of charge?</p> <p>MATT: Team! Please, I've got this. As you can see, our staff is eager to get started. So what are you waiting for – sign your non-profit up today by emailing PSADays@PittsfieldTV.org, calling (413) 445-4234, or visit PittsfieldTV.org/PSADays. PCTV PSA Days – you bring your non-profit's passion, bring it to life with media.</p>	<p>GRAPHICS: FullScreen-Underwriters.png</p> <p>LOWER 3RD: "For More Information and To Sign Up www.PittsfieldTV.org/PSADays"</p> <p>GRAPHICS: FullScreen-Info.png</p>

PSA DAYS 2024 – PROMOTIONAL/EXAMPLE RADIO SCRIPT

TALENT – Matthew Tucker

MUSIC – “Feeling Alive” (<https://www.storyblocks.com/audio/stock/feeling-alive-348663452.html>)

Are you on the staff of or volunteer for a Pittsfield non-profit organization? Make sure to tell them PSA Days 2024 starts on March 14th! For three days the PCTV and WTBR-FM staff devote their skills and resources to create professional public service announcements for our community’s non-profits – entirely free of charge! To schedule your non-profit’s hour block of production time email P S A Days at Pittsfield dot Org or call 4 1 3 4 4 5 4 2 3 4.

ON-AIR TALENT

When you've completed your PSA's script, your next step is to select who you would like to represent your organization. We call whoever serves in this role the "talent." You may feature a single spokesperson; several individuals to appear individually; or a group no larger than four. The talent may choose to appear on camera, or just have their voice recorded.

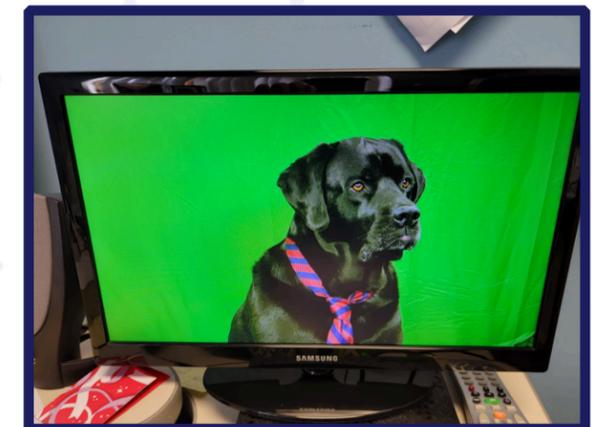
To make your talent's experience a positive one, we ask that you review the following recommendations for anyone who will be appearing as part of a PSA:

CLOTHING AND ACCESSORIES:

- We recommend wearing a subtly colored top, such as light blue or beige. Whites appear overly bright on camera. Wearing white under a jacket or sweater can be an exception to this rule.
- Select an outfit that looks good standing, but is comfortable while sitting.
- Select clothes with solid colors, especially pastels, and subtle patterns; avoid high-contrast patterns or lines (such as houndstooth or herringbone), as well as bold checks or plaids. The former look very clean on camera, whereas the latter will create disconcerting optical effects.
- Avoid large earrings, necklaces, scarves or bangles, as these can interfere with your audio recording.
- If you are planning on using the green screen with a computerized background, avoid all shades of green, as this will create undesirable effects during the recording.
- Hats, with rare exceptions, are not a good idea, as they cast shadows on the talent's face.

PERFORMANCE TIPS:

- Have your talent rehearse your script ahead of time - this will ensure they will be more comfortable with the words in front of the camera, and will improve how they look on the recording.
- Make sure to SMILE! This makes you look confident and comfortable. A friendly tone of voice and avoiding nervous fidgeting helps in this respect as well.
- Be aware of your posture, keeping your shoulders relaxed and both feet on the floor.
- Maintain eye contact with the camera. This should be easy while you read your teleprompter script, but it is important to not glance off-camera during the recording.
- Make sure to enunciate well, so your viewers can understand your script.
- Avoid "filler" speech, such as "um" and "ah," as these verbal habits make you sound less authoritative.



PSAs FOR RADIO

Your PSA Days production time may include an opportunity to produce an audio PSA for use on Radio and similar media. Writing a second script will be required, but by using the following guidelines, writing that script will be a simple task:

CONSIDER YOUR VIDEO SCRIPT AS A BASELINE: If you've produced a video PSA and are also producing an audio PSA, you will likely have already written the most important elements for both. Using the video script allows you to not have to start from scratch as you create your audio script.

BE DESCRIPTIVE: It's important to remember that audio listeners don't have the value of your graphics in this type of PSA. As such, creative use of words to communicate your most defining points is a must.

WRITE PRECISELY FOR THE PSA LENGTH: Audio PSAs need to be extremely exact in timing. To give you the maximum number of replays on the air, we are **limiting our audio PSAs to 25 Seconds in length - that is roughly 67 words.** It is important that you keep this creative challenge in mind as you write and develop your script.

BE CONCISE: As you can see on the recommended word count, you need your message to be focused to achieve its goal. Get to your Who, What, Where, When, Why and Contact as directly as you're able. Generally, it is better to just include a website rather than a phone number.

DO A PRACTICE RUN: In order to ensure your PSA recording goes smoothly, we recommend your talent does several practice runs of the script with a stop watch. This will give you a chance to make sure the recording will be the correct length, and helps avoid lengthy re-writes and re-recordings on the day of your production.

MAKE SURE TO ASK FOR HELP: Writing for radio can be one of the most challenging things an organization can do, since you have to achieve a lot of tasks in very little time. If you find yourself needing assistance, please let us know and we'll be happy to help review your script.



WTBR 89.7
FM
PITTSFIELD COMMUNITY RADIO

NAVIGATING PRODUCTION DAY

To help visualize what your hour of production time will consist of, here is a simple outline of what to expect:

- Before you arrive, our PSA Production Team will prepare our production area - if you are producing a video PSA, we will load your script into our teleprompter, prepare the set for your talent, and prepare any graphics that are easy to include during the live production recording. If you are producing an audio PSA, we will prepare our production area with your script.
- Your organization's spokespersons will arrive and be greeted by our administrative and production staff, and will be led to Studio A (our Main Production Studio) or our Audio Production Suite.
- On-air Talent will be set up with microphones and made comfortable for their media presentation.
- We will run a single practice recording - this allows your talent an opportunity to acclimate to what the production will feel like. Sitting in front of a microphone or reading from a teleprompter can feel strange, so we want your talent to become comfortable. This also gives our staff a chance to understand the rhythm of your PSA.
- We will record the PSA, in parts or as a whole. Don't worry if we need to "stop-and-start," as some editing is planned as part of the PSA production process.
- As our team prepares your PSA for post-production, this is a great opportunity to tour our other facilities and see if there is any way to become involved with PCTV and/or WTBR once the PSA Days event is complete. We are here to empower you through the mediums of television and radio, and we'd love to talk to you about additional ways we can work together!
- Once your tour is complete, you will be invited to be involved in the editing process. Here you will watch our production editor put together the final PSA before your eyes, as well as provide any creative guidance to allow the PSA to be air-ready.
- Your PSAs will be loaded onto a 8GB USB drive you supply - if you don't have access to such a drive, you may obtain one from us at roughly market cost. We will also include some additional materials on your USB drive to help you consider future involvement with the station. We can also put the PSA on additional media (such as CD or DVD) upon request.
- Your PSA will play on our three community access channels and/or on WTBR-FM. We will also upload the videos to a special PSA Days 2024 YouTube playlist, which you'll be able to find at www.YouTube.com/OnlyOnPCTV.
- You are free to use the DVD and digital file in whatever way best supports your organization. Feel free to be creative with your usage - posting on social media, embedding it on your website's front page, and using it as part of grant proposals are all fantastic ways of getting value out of this production. If you find a particularly unique usage, make sure to let us know - we'd love to share your experience with future PSA Days participants!

PRODUCTION CHECKLIST

Have you considered all of the options available for your PSA production? Are you ready for your hour of PSA production time? Please review the convenient checklist below:

- Select a Type of Public Service Announcement (circle one)
 - Generic PSA
 - Event Specific PSA
- Choose A Medium For Your Announcement (choose up to two)
 - Video PSA
 - Audio PSA
- Write a Script (either a simple script, or using the A/B format)
- [VIDEO ONLY] Choose a Set Design (circle one)
 - Simple curtain
 - Curtain with colored lights
 - Curtain with set pieces
 - Green screen with simple image
 - Green screen with virtual set
- [VIDEO ONLY] Include Important Visuals (circle all that apply, optional)
 - Organization logo
 - Other digital photos and images
 - Powerpoint/slide deck presentation
 - Video clips
- Select Music from www.AudioBlocks.com (optional)
- Select your "Talent" (circle one)
 - Single Spokesperson
 - Multiple spokespeople, one on screen at a time
 - Multiple spokespeople, many on screen at a time
- [AUDIO ONLY] Write a Script, and practice it to ensure it is under 25 Seconds
- Speak with PCTV staff about any questions ahead of submission deadline
- SUBMIT ALL PRODUCTION ELEMENTS BY FRIDAY, MARCH 1, 2024**

We hope this guide has been a helpful tool, and has given you the resources to produce a fantastic PSA. Remember that we are here to help - please contact us at any time at (413) 445-4234 or PSADays@PittsfieldTV.org during the pre-production process with questions or concerns, and it will be our pleasure to help.

Thank you for being a part of PCTV's PSA Days 2024 - we look forward to working with you!