



## 1 KEEP IT SHORT + FOCUSED

Your PSA must fit within 60 seconds, so keeping it short and focused is key!

- Stick to 120-150 Words: That's just enough for 60 seconds.
- Pick One Message: Focus on one topic.
- Read It Out Loud: Make sure it flows naturally and fits the time.



## 2 THINK ABOUT STORYTELLING STYLES

Your PSA doesn't have to be live-action. Be creative and pick the style that fits your idea:

- Animation: Use drawings, graphics, or cartoons to tell your story in a fun and unique way.
- Hybrid: Combine live-action with animation to highlight key moments.
- Live-Action: Use real people and locations to bring your message to life.



## 3 PLAN YOUR DETAILS

Think about:

- Mood: Do you want your PSA to feel serious, emotional, or hopeful? Your visuals, music, and tone should all work together to create that feeling.
- Pick Simple Locations: Stick to 1-2 places, like a school parking lot or a family driveway.
- Props and Outfits: What items or clothing will help tell your story? (seatbelt, sports jersey)
- Describe Each Shot: Imagine what your audience will see and hear in every scene.



## 4 END WITH A CLEAR ACTION

- Tell people exactly what to do:
  - "Always wear your seatbelt."
  - "Stay focused, put your phone away."
  - "Drive safe, slow down."
- Make it short and easy to remember.