

## PSA Checklist

- ☐ 30-60 seconds
- ☐ Presents one single issue
- ☐ Informs the viewer of key, relevant facts
- ☐ Has clear call to action
- ☐ Uses at least 2-3 optional features
  - includes people
  - includes music
  - Includes pictures
  - uses voice-overs (recording)
  - includes on screen text
  - uses special effects (such as black and white color effects)
- ☐ Aims to leave a lasting impact on viewers
- ☐ Might use transitions/editing to enhance the video
- ☐ Includes specific tone and details to support it (such as verbs, nouns)