

Video Brief

PSA



Create a Public Service Announcement (PSA)

Consider:

1

Goal

2

Audience

3

Message

Create a PSA that addresses an issue and delivers a message relevant to you and your age group. Develop an idea, storyboard, script, film, and edit for airing on the CBC. The CBC provides air time to promote public service messages. Be sure to align your PSA with the [CBC's Guidelines](#). The PSA must be 30-60 seconds in duration and include the following:

- Video Title
- Credits