

# Video Brief

PSA



## Create a Public Service Announcement (PSA)

### Consider:

1

Design Process

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. PSAs must:

- be presented with good taste in word, tone and scene;
- be suitable for introduction into the intimacy of the home in mixed, family or social groups of various ages;
- not offend or embarrass through indelicacy of expression or presentation;
- avoid disparaging individuals or groups;
- be within the moral, ethical and legal standards of current society.

The PSA must be 30-60 seconds in duration and include the following:

- Video Title
- Credits