

## Simple Steps to Creating an Effective 30-Second Video PSA

The most important thing about creating a 30-second PSA is not trying to do too much. Keep it simple. Keep it engaging. Think about what your audience most needs to know about the topic.

1. Pick a topic you care about. *Bicycle Safety*
2. Pick an audience: *Teens*
3. Choose one main idea. *It's not safe to have two people on a bike made for one person.*
4. Keep your message clear and simple. *Don't ride someone on your handlebars.*
5. Find some data (if available). Real data will help to make your PSA more convincing.
6. Think visually. Try to show, not tell. *Show people in places where they should and shouldn't sit.*
7. Grab your audience's attention with humor, visual effects, emotion, or an unexpected twist. *Someone sitting in wet paint and getting dirty. Someone sitting in a teacher's chair and getting in trouble. Someone sitting on a wobbly desk and falling. Exaggerate the responses.*
8. Create a basic script. *"Some places are designed for sitting...Some places are not."*
9. Storyboard your script. Plan out who says/does what and in what order. *Show people sitting in the wrong places. Finish with someone being ridden on handlebars. Cut to black. Sound of crashing.*
10. Film.
11. Edit.
12. Add text to emphasize your key point. *Don't ride on the handlebars. It's not safe.*