

PSA VIDEO in 10 “EASY” STEPS

1. Schedule a planning meeting.

- a. Choose a time and location that will allow for plenty of time to brainstorm ideas!
 - i. A Saturday morning or afternoon may be a good time so it will allow for better attendance and participation of all involved.
- b. Be creative, think outside the box!
- c. If possible have everyone present who will be participating in the making of the video.
- d. Try to get as much planned at this meeting as possible, make work assignments.
- e. The goal of this meeting is to get Steps 1-7 completed.

2. Choose the Traffic Safety Topic

- a. Distracted Driving
- b. Impaired Driving
- c. Seatbelts
- d. Get specific to the needs of your community
- e. Go to WWW.OHSO.OK.GOV to get useful data to determine what’s needed. The dashboard allows for choosing specific data, i.e. Oklahoma county/Harrah/teen drivers/fatality crashes/alcohol. Choose your specific location and explore the available data and decide on an area of need.

3. Decide what message the video is to deliver

- a. Wear your seatbelt.....
- b. Don’t drink and drive.....
- c. Set down that phone.....
- d. Watch out for pedestrians.....
- e. Don’t speed.....
- f. The possibilities are unlimited, customize for your specific community.

4. Identify needed Resources

- a. Camera
 - i. GoPro
 - ii. Cell Phone.....Android/IPhone
- b. Location(s) for video shoot
- c. Number of actors needed
- d. Props
 - i. Vehicles
 - ii. Background scenery
 - iii. Costumes
 - iv. Anything needed in order to make the video
- e. School/community assistance
 - i. School journalism department
 - ii. Local news/media contacts
 - iii. Local Public Library

5. Determine Team Member Roles

- a. Who will be the camera operator?
- b. Who will be the editor?
- c. Who will be in charge of posting the completed video?
- d. Actors

6. Develop a script

- a. Consider the how long the video will be.
- b. Attention span of the typical audience is short!
- c. Usually 60-90 seconds is a good length unless the video is particularly exciting or entertaining then up to 2 minutes may be ok.
- d. For social media postings the very max would be 2 minutes.
- e. If this will be for something other than social media, a longer video may be appropriate.
- f. Decide which social media outlet you plan to post the video.
 - i. Facebook
 - ii. Instagram
 - iii. YouTube
 - iv. TikTok

7. Choose a day and location to shoot the video

- a. When choosing the day to shoot the video, plan for plenty of time! Seldom will you be able to get a shot done in one take!
- b. Will the location be inside or outside? Be sure to get permission from the property owner!!
- c. Consider lighting. Too much sun? Not enough light?
- d. Weather conditions
 - i. Have a back-up plan in case of rain or other inclement weather.
 - ii. A windy day can be as problematic as rain! Wind noise can interfere with the audio.

8. Shoot the video

- a. Be prepared for quite a few takes for each section! One take wonders don't happen very often!

9. Edit the video

- a. Video Editing apps and software are needed to make the best video.
- b. Don't spend money on this! Utilize free options that are available.
 - i. For iPhone: iMovie
 - ii. For GoPro: Splice
 - iii. For Android: YouCut or InShot
- c. Ask for assistance from your school journalism department.
 - i. Schools often have free access to software not be available to the general public.
- d. Ask for assistance from local media sources.
 - i. Local news/media professionals may be willing to help students with projects.
- e. Check with local public library.
 - i. They frequently offer access to different programs that aren't widely advertised, ask what they have available!

10. Post video

- a. Upon completion of the video post the video
- b. On Social media
- c. On school channel
- d. Closed circuit TV
- e. Anywhere the message needs to heard!!