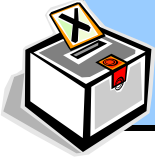


# Here's Where You Start



Why don't young adults exercise their privilege to vote? Is it peer pressure? Is it apathy? Is it a lack of information? Create a world-changing public service announcement (PSA) and help get young voters to the polls! It's easy! Just check out these planning tips to help you stay on track.

## 1) **WHAT'S THE STORY?**

Every PSA tells a specific and emotional story. Write down the story that you want to tell. It can be a poem, short story, comic strip . . . whatever! Just get it down on paper.

## 2) **KNOW YOUR AUDIENCE**

Make a list of all the ways to grab a young adult's attention. What do they care about? What is stopping them from voting now? What might convince them to change?

## 3) **WRITE A CATCHY SLOGAN**

The most memorable slogans are short and descriptive, and capture the entire message of your campaign in just a few words. Brainstorm a few, then pick your favorite.

## 4) **CREATE DRAMATIC VISUAL IMPACT**

The images in your PSA should be as memorable and dramatic as your slogan. Brainstorm ways to visually tell your story. Then sketch your ideas or find examples in magazines, newspapers, or on TV.

## 5) **SEARCH FOR SOUND AND MUSIC**

Music can have a powerful and emotional effect. Choose thirty seconds of a song that will emotionally communicate your message. Be sure that you are observing all copyright laws and guidelines!

## 6) **WRITE A THIRTY-SECOND SCRIPT**

Write a script and read it aloud. Does it sound natural? Everything that you say should be essential to your main message. Thirty seconds go by very quickly, so make them count!

## 7) **DRAW A STORYBOARD**

Put your slogan images, sound, and script together with a storyboard that outlines how each shot in your commercial will look. A thirty-second advertisement should have six storyboard frames. Make sure to include a scene description that explains the context of the ad, music and sound effects, and dialogue.

## 8) **ROUND UP YOUR GEAR!**


You'll need a video or digital camera, microphone, computer, and tripod.

## 9) **PRACTICE, PRACTICE, PRACTICE**

Practice your shots before you turn on the camera. You'll save everyone time and frustration if your shoot is planned in advance.

## 10) **EDIT**

Unless you shoot your scenes in the exact order that you need them, you'll need to do some editing. Ask for help if you need it!



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