



Thinking About Making a Public Service Announcement?

Napa Valley TV will help you get your message out. Making a PSA is fun,
free and easy to do!

STEP 1: Call Napa Valley TV for an appointment to make a PSA.

Our PSA services are available to all Non-Profit Organizations that reside or do business within Napa County. Contact Justin at justin@napavalleytv.org or (707) 257-0574 to make a PSA appointment. Your PSA will be one minute or less and will air on Napa Valley TV. We will provide a high resolution video file that you can use to upload to your organizations Youtube or Facebook account to share with your friends/fans as well!

Napa Valley TV will supply the camera and crew. Your creativity does the rest!

STEP 2: Plan your PSA and bring what you need to our studio.

Make a plan: Plan the look and sound of your PSA. Write a script and rehearse it. Choose between filming a speaker in front of an image(s) or having a narrator do a voice-over while images or your existing pre-recorded video are shown. Need help? Ask Justin for creative advice.

Chose an image for our green screen: bring a photo of the Eiffel Tower, your office, or serenading Mariachis – whatever background you prefer for a “filmed on location” look.

Bring additional images to tell your story: Power Points, photos, pre-recorded video, logos, and other images will make for a more interesting PSA. “A picture says a thousand words.”

Choose background music: rock, classical, salsa, new age, etc. Napa Valley TV has a large amount of royalty-free music you may use to create the mood for your message.

Bring something to save your PSA on: come with a USB Flash Drive if you want to a copy of your PSA with you when you leave.

Wear “Camera Friendly” Clothes: No pinstripes, polka dots, green, white or clothing shades brighter than your skin. That's show biz.

STEP 3: Record your PSA in 10-30 minutes. You're done!

More Details: There will be little to no editing of your PSA though there may be several takes to get it right. This free service will create a simple and appealing video message.

Technical Stuff: Your images, video and music may be any format on CDs, DVDs, Flash Drives, External Hard Drives, etc. Images must have a resolution of AT LEAST 72dpi and pixel size of AT LEAST 720x486 (higher resolution preferred.) Pre-recorded Video may be added while recording your PSA and can be in any format such as AVI, WMV, MPEG, etc. If you have a video to play on the green screen while recording your PSA, it must be on a playable DVD.

**Call (707) 257-0574 or email justin@napavalleytv.org
to schedule your appointment today!**