



## 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](mailto: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](mailto:justin@napavalleytv.org)  
to schedule your appointment today!**