



Community Television of Santa Cruz County  
816 Pacific Avenue, Santa Cruz, CA 95060  
831 425-8848

## GUIDELINES FOR STUDIO PSA TAPINGS

**1. Scheduling:** First, make sure to schedule a taping date with our staff--there may be a few months wait.

**2. Format:** A PSA (Public Service Announcement) should be between 30 seconds and 1 minute. Then choose a representative of your organization to deliver your message. Our typical PSA format allows for one person addressing the camera, which is mounted with a teleprompter displaying your script.

**3. Message:** Your PSA should give a general idea of your organization and the services you provide. Or, if you prefer, you can focus on a general message to the community. (For example, if you are a mental health agency, you may want to convey a short message that provides some lesser-known facts about people living with mental illness). Avoid going into too much detail, as people will have your contact info on the screen and can get in touch with you for more information.

**Spanish or other language encouraged depending on your client population/target audience.**

**3. Script:** *Please email your final script(s)* to the PSA Producer and Director. **We MUST receive your script one week before your taping date.** *The script file should be saved as either an .rtf or .doc format. We will be transferring your script onto our teleprompter so that you can read it while you look at the camera. (NOTE: If you need glasses for distance, remember you may need them to read the teleprompter.)* When you compose your script, you should practice reading it aloud several times while timing it. This will assure that your script is familiar to you and that the wording feels natural to speak. (Sometimes what we write is *not* how we speak—keep your sentences on the short side!) ***There will not be time for major script revisions in the studio on the day of the taping.***

**4. Logo and On-Screen Text:** Please return the “PSA Information Form” to the Producer and Director **one week before your taping date.** **NOTE:** If your organization has a simple logo graphic you would like us to use in your PSA, please send us that as well. Highly complex or detailed logos do not transfer well to video.

**5. Audio/Music:** If you have original music that represents your organization’s activities, you may bring it on a CD for use as background for your PSA. Avoid any liability for copyright violation by using only original music or obtaining clearance for any copywritten music in advance.

**6. Dressing for Television:** Make-up, even for men, helps bring out flesh tones. Try to avoid wearing solid white or bright red. Try to wear button-down or V-neck shirts and/or jackets, so we can clip the microphone to your collar. If you are going to wear a t-shirt or turtleneck, please wear a shirt or jacket over it.

**7. Visuals:** We provide a basic set (background and lighting) that we use for all the groups that day. If you wish to bring posters, banners, or something that visually explains your organization, ***please make sure and ask us ahead of time so we can determine if it will work on television.***

**8. Day of Taping:** Please arrive at your scheduled time and be fully prepared. (See directions and parking info on the PSA Information Form). There will be some set-up time, but we need you here in order to check lighting, audio, and to set up the teleprompter script, as well as any agreed-upon visuals you may have brought.

**IMPORTANT NOTES:** *All staff-produced PSA groups must be registered with the IRS as non-profit organizations. We provide this service to your organization at a low cost or free of charge. PSA Days are crewed by Community TV volunteers with staff support. Community Television reserves the right to edit any PSA. Because these PSAs are staff-produced and are not public access/free speech programming, we ask that you refrain from advocating a position for or against an issue or a candidate, etc.*

Further questions or comments may be directed to Joyce Anderson ([joyceproductions@aol.com](mailto:joyceproductions@aol.com)), Keith Gudger ([keith@sploids.com](mailto:keith@sploids.com)) or Mary Ann Thyken ([m.thyken@communitytv.org](mailto:m.thyken@communitytv.org))