



# BEST PRACTICES FOR WRITING A PSA SCRIPT

## 1 KEEP IT SHORT + FOCUSED

Your PSA must fit within 30 or 60 seconds, so keeping it short and focused is key!

- **Stick to 120-150 Words:** That's just enough for 60 seconds. Shorter if it's :30.
- **Pick One Message:** Focus on one topic.
- **Read It Out Loud:** Make sure it flows naturally and fits the time.



## 2 THINK ABOUT STORYTELLING STYLES

Your PSA doesn't have to be live-action. Be creative and pick the style that fits your idea:

- **Animation:** Use drawings, graphics, or cartoons to tell your story in a fun and unique way.
- **Hybrid:** Combine live-action with animation to highlight key moments.
- **Live-Action:** Use real people and locations to bring your message to life.



## 3 PLAN YOUR DETAILS

You'll be working with a professional advertising agency but think about:

- **Mood:** Do you want your PSA to feel serious, emotional, or hopeful?
- **Pick Simple Locations:** Stick to 1-2 places, like a school parking lot or a family driveway.
- **Props and Outfits:** What items or clothing will help tell your story? (seatbelt, sports jersey)
- **Describe Each Shot:** Imagine what your audience will see and hear in every scene.



## 4 END WITH A CLEAR ACTION

- Tell people exactly what to do:
  - Example: "Drive safe, slow down."
- Make it short and easy to remember.