

## PUBLIC SERVICE ANNOUNCEMENT APPLICATION



In order to reserve an appointment at a LakeCAM PSA Day, please fill out the information below and fax (774) 213-9629 or mail to Emily Richmond at LakeCAM, 4 Precinct St., Lakeville, MA 02734.

PSA Day is open to area non-profit, community service organizations. PSA Day is not intended for political messages, candidate statements or religious affiliations.

LakeCAM is a non-commercial television station; therefore, commercial messages are prohibited. Non-profits can promote services and events but cannot include references to dollar amounts, membership fees or admission costs in their PSA.

Organization \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Website \_\_\_\_\_ eMail \_\_\_\_\_

Date, time, and place of event \_\_\_\_\_

**To get the most out of your scheduled time and create a product that you can use Come prepared:**

PSA can be used to create an awareness of an organization, it's services or needs. For example Meals on Wheels, delivers meals or need volunteers. They can also be used to promote an event such as a fundraiser, road race or food drive. An event specific PSA must be done 30 days in advance of the event in order to have time to edit and broadcast the event to get the most value.

### Planning Your PSA

The day of your PSA, have a script, prepared and **rehearsed**. You will have 2 opportunities to get your message out there and we will take the best cut.

- Include: Who, What, Why, Where, When and Contact.
- 90 words are about 30 seconds
- Use conventional language and avoid technical terms
- Have no more than 2 people to convey your message

*Please send your script to [Studio@LakeCAM.tv](mailto:Studio@LakeCAM.tv) at least 5 days prior to the day of your production for review.*

Prepare any visuals that will accompany your PSA and have them ready on a USB drive.

- Image format                      JPG, TIFF, PNG
- Image size                            1920 x 1080 horizontal
- Resolution                            72 DPI
- Digital Still Camera Setting      Hi-Res, High Quality

### The Day Of Your PSA

Avoid wearing white, blue or bright or shiny colors. Be passionate, relaxed and friendly. Have fun!