

**Persuasive Video Project**  
**News Now/Spring 2014**  
**Due: Saturday, April 26, noon (exam date)**



**Create a TV Commercial or PSA for a Local Business or Organization**

Our class has been journalism-oriented in our studies, training, exercises and projects. This understanding of news, visual/video storytelling, and production can also be of great use and success in advertising, marketing and public relations endeavors.

Your assignment will be to apply your story planning, production, writing and editing skills to create a persuasive video for a local business or organization. The goal is produce a high-quality, engaging and effective 60 second commercial or public service announcement (PSA) like those you can see every day on television. You can also opt to do two 30 second “spots” rather than one 60 second one.

The purposes of such advertisements can be many: to inform people about a company’s products and services, to sell such products and services, to promote a special event or sale, and/or to raise awareness about a business or organization.

For non-profit organizations, advertisements/PSAs are used to build awareness about a cause, service or health issue, to invite donations and participation, to promote a special event, and/or to influence public opinion. Emotional, hurt-tugging appeals can be effective, depending on what organization you are promoting.

One thing commercials for both for-and-not-for-profit organizations have in common is that both types should include a clear “call to action.” There should be something you want people to do: buy, donate, attend, participate, tell other people, write or call their elected officials, etc.

So, make sure your persuasive video has a “call to action”- something you want people to do as a result of seeing your piece. Follow the advice given here:

✚ Steps to producing [effective TV commercials](#)

Be creative and try to have fun producing your video. Consider [using humor](#) to get your point across what you want people to remember and to do (call to action).

It is vital that your spots be exactly 60 seconds. They can’t be :51, :57, 1:04, or 1:21. They must be precisely timed and ruthlessly edited in the writing and editing so they come out exactly on time. Consider writing and showing a little less, then using a music fade to hit that exact time.

You are expected to voice the commercial yourself. It is OK to have soundbites in it but the majority of sound needs to be your voice delivering your persuasive writing. You should also [use music in your piece](#). Graphics, transitions and other effects can enhance the production quality. [Incompetech.com](#) offers lots of free, vocal-free music choices.

You must turn in a TV split-page script similar to the ones you’ve done for your news reports. Have your narrative and other sound elements on the right half, the technical information, supers, and shot descriptions on the left half. This is due on the exam date.



