

To: Communications Staff

From: CEO, Health and Family Services

Date: 11/01/17

RE: Need 1 minute Public Service Announcement

Our Community has come under fire for failing to meet the needs of our growing elderly population. This year we have had five cases of elderly persons being hospitalized after prolonged periods of neglect. In some cases families were not aware of the problem, while in others neighbors were aware, but didn't know how to help.

Our advisory council has asked for us to prepare a one-minute video public service announcement to raise awareness of the problem, root causes and steps we can take to protect our families and neighbors.

1. Prepare a short list of objectives for the video
2. Prepare a story board that outlines each clip in the video
 - a. Adopt a template
 - i. <http://www.scholastic.com/browse/lessonplan.jsp?id=1504>
 - ii. <http://tbedtech.weebly.com/lesson-4-storyboarding-a-psa.html>
 - iii. See handout and page two of this memo for a very basic template
 - b. For each board/panel
 - i. Add a title and number – should indicate the sequence and a couple word description
 - ii. Add an illustration- this can be very rough
 - iii. Add descriptive text – suggestions for audio, video, mood, music, etc.
3. Produce elements of the storyboard using your cell phone, computer, camera, or other devices. Software that can be used includes:
 - a. Power Point
 - b. Google Slides
 - c. VivaVideo
 - d. Audacity

