

Assembling Your Public Service Announcement

You can use this set of tips and directions to assemble a public service announcement similar to the *Poverty Matters* presentation posted online at <http://bit.ly/smskivavideo>

Step 1: Creating a PowerPoint presentation

The first step in assembling your public service announcement is to create a PowerPoint presentation that includes all of the images, facts, quotations, statistics, opinions, and catchphrases that you'd like to include in your final copy. These directions will show you how.

General Tips

There are many small actions that you can take to organize an effective public service announcement. Keep the following tips in mind as you begin to assemble your video to improve the overall quality of your finished product.

- **Cluster your slides.** When you filled out your planning template, you divided your main idea into several smaller subcategories. Be sure to cluster the facts from each of those subcategories together when assembling your PowerPoint slides. Doing so will organize your video for viewers.
- **Use your catchphrase as a transition.** Remember that you are going to use a repeated catchphrase to emphasize your main idea throughout your presentation. The best place to use that catchphrase is as a transition at the end of each cluster of slides. That way, viewers will know when facts on a new subcategory are about to appear.
- **Establish a content rhythm.** Communicate your main idea much more clearly by patterning the way you present content in your presentation. When viewers can predict what is going to come next, they spend more time focused on facts and less time focused on presentation details. Some content rhythm patterns that may work for your presentation include: Fact—Fact—Catchphrase—Image or Image—Fact—Fact—Image—Catchphrase.

Creating Text Slides

The majority of the slides in any public service announcement are going to be filled with text. The following steps will help you create effective text slides.

- **Select background colors for your slides.** The color that you select for the background of your text-based slides will determine how easy it is for readers to see your content. It is best to stick with colors on the darker end of the color spectrum (black, navy blue, dark green, deep red).
 - ▲ To change the background color of a slide, right-click on a blank slide and select **Format Background**.
 - ▲ Use the drop-down menu next to **Color** to make your color selection.
 - ▲ While Gradients and Textures—options under the **Format Background** menu—are interesting, they can often distract viewers and make it difficult to read text slides.

- **Select fonts for your slides.** The font that you select for your text slides is one of the most important decisions you will make. Fonts must be easy-to-read and properly sized in order for your message to be communicated clearly. It is best to stick with clean, bold fonts (Calibri, Arial Black) instead of narrow, complicated fonts (Garamond, Lucida Handwriting).
 - ▲ The size of your fonts should be the same across all slides and *should be no less than size 30*. This means you'll need to be brief when communicating your ideas.
 - ▲ You may need to edit your facts, statistics, opinions, and quotations in order to fit the content that you're trying to share on one slide.
 - ▲ Use basic font colors for the majority of your text (white is generally best) and bright colors for key words, phrases, or details (yellow is generally best). *Do not* use more than two font colors in your presentation. Multiple font colors distract viewers from your content—and your content is what is most important.
 - ▲ Consider enlarging the font size of anything that you highlight in your secondary color. This will further emphasize its importance to viewers.

Create Image Slides

Some of the most engaging slides in your public service announcement are going to be filled with images. The following directions will help you create effective image slides.

- **Insert images into your slides.** Whenever you are creating image slides, it is best to insert the image as a background. By doing so, you can ensure that the image is properly sized.
 - ▲ To insert an image as a background, right-click on a blank slide and select **Format Background**.
 - ▲ Choose the button labeled **Picture or Texture Fill**. Then, use the **Insert From File** button to point to the image you would like to insert into your presentation.

Step 2: Saving Your PowerPoint Slides as Images

After you've created all of the slides that you plan to include in your presentation, you must save them as image files instead of PowerPoint slides. Doing so will allow you to import them into Animoto and assemble them into a video. These directions will show you how.

- **Insert citation to original images.** For any slide you've used an image on, it is essential to include a link back to the original file posted online. That is how you give credit to the original photographer.
 - ▲ Start by finding the **Text Box** option under the **Insert** menu.
 - ▲ Copy and paste the URL to the original image—which you included on your planning template—into your new text box.
 - ▲ Change the font size to 8. Change the font color to something that can be seen on your slide background.
 - ▲ Place your text box somewhere in your slide where it can be seen by viewers, but where it doesn't distract from your picture.

- **Save slides as image files.** Once you've included citations to any images that you've used, you're ready to save your presentation as images.
 - ▲ Start by selecting the **Save As** option under the **File** menu.
 - ▲ Give your presentation a name, and then select **JPEG File Interchange Format** from the drop-down menu next to the **Save as Type** bar. JPEG files are one of the most common types of digital images used online.
 - ▲ PowerPoint will ask you whether you want to export every slide in your presentation or just the current slide that you are working on. Select **Every Slide**.
 - ▲ PowerPoint will automatically convert each of your slides into separate image files, which you will be able to import into Animoto.

Step 3: Working With Animoto

Now that you've created a collection of meaningful PowerPoint slides and converted them to the JPEG files that can be imported into Animoto, you're ready to start assembling and producing the final copy of your video. These directions will show you how.

- **Signing up for a free Animoto account:** One of the best tools for easily and quickly creating interesting videos is Animoto (<http://animoto.com>). What makes Animoto a perfect tool for teachers and students is that it automates the process of adding transitions to videos. This can save significant amounts of time and can make highly polished videos possible—even if you don't have a ton of technical skill! To begin using Animoto, start by signing up for a free education account:
 - ▲ Navigate to <http://animoto.com/education> to sign up.
 - ▲ Select the blue **Apply Now** button.
 - ▲ Fill out the information requested.

Animoto will verify your status as an educator and then send a code that will allow you to upgrade your account for free.

(Note: While processing your application for an educator account can take several days or weeks, you can still work with a free Animoto account while waiting for your upgrade.)

- **Importing your images:** To begin assembling your video, you must import the image files that you created in Step 2 into Animoto.
 - ▲ Start by navigating to Animoto (<http://animoto.com>).
 - ▲ Select the **Create Video** button found in the top right-hand corner of your Internet browser.
 - ▲ Pick a video style for your PSA. (Note: Some styles are only available to users with Pro accounts. The best style for free users creating professional videos is **The Animoto Original**.)
 - ▲ Choose the **make a 30-second video for free** link from the message window that appears after selecting a video style.
 - ▲ If you haven't already done so, sign up for a free Animoto account.
 - ▲ Select **Upload From Your Computer**.

- ▲ Point Animoto to the folder where you saved the image files that you created in Step 2.
- ▲ Select all of the images that you want to import by clicking on the first file, holding down the **Control** key on your keyboard, and then clicking on each of the remaining files in your presentation.
- ▲ Click the **Upload** button in the bottom right-hand corner of file selection box. Animoto will automatically import each of the files that you have selected into the **Animoto Workspace**.
- ▲ After your images have been imported into the Animoto Workspace, you can change their position by clicking and dragging images to new locations.
- **Spotlighting text slides:** To ensure that viewers have enough time to read the text slides in your presentation, you'll need to *spotlight* them. Here's how:
 - ▲ Click on a text slide.
 - ▲ Select the **Spotlight** star from the menu bar at the bottom of the Animoto workspace.
 - ▲ A yellow box will be added to the text slide's icon in the Animoto workspace.
- **Choosing your soundtrack:** One of the advantages of using Animoto is that it provides a great collection of music that is licensed Creative Commons to add to videos. This saves teachers and students the hassle of trying to find a music track to use in their presentations. To add one of Animoto's music tracks to your presentation, follow these steps:
 - ▲ Select the **Music** tab in the left-hand sidebar of the Animoto workspace.
 - ▲ Choose the **Select From Our Collection** button from the menu that appears.
 - ▲ Choose a musical style that you think will best represent the look and feel of your video.
 - ▲ Preview tracks by selecting the blue **Play** button next to each title. When you've found a song that you believe supports the mood and message that you're trying to communicate in your video, click the green **Select** button next to the track that you have chosen.
 - ▲ After selecting the blue **Continue** button in the Animoto workspace window that appears, your soundtrack will be automatically added to the background of your video.

Step 4: Publishing Your Video

Now that you have assembled the content and selected the background music for your presentation, you're ready to publish a final product. These directions will show you how.

- Begin the publishing process by selecting the blue **Continue** button in the Animoto workspace window that appears.
- Give your video a **Title** and a **Description**.
- Select **Create Video**.

Animoto will now (1) add interesting transitions between each of the images that you have chosen to include in your video, (2) add the background music that you have chosen for your video, and (3) publish your video into a final copy that can be viewed online. Congratulations!

Step 5: Places to Share Your Video

The real power in creating a public service announcement like the *Poverty Matters* video only comes once you share that video in as many places as possible. Remember that the more people who view your video, the more likely you are to drive change in the world. You're trying to encourage people to act—but people can't act until they've seen your message!

Following is a list of online video-sharing sites that you might consider uploading your video to in order to spread your message.

- **TeacherTube** (www.teachertube.com)—TeacherTube, an education-friendly version of the popular video sharing site YouTube, is a great place for you to post your video because the primary audience for TeacherTube videos are other teachers and students just like you! Not only will you be spreading your message to a generation of people who have the potential to drive real change in their lifetimes, but you'll also be sharing a project idea with other classes—and if they copy your work because they think what you're doing is neat, your power grows exponentially!
- **YouTube** (www.youtube.com)—YouTube, the first video sharing site to grab the public's attention, has always been the world's biggest home for online video sharing. In fact, YouTube is so popular that almost twenty hours of video was being uploaded every *minute* in the spring of 2009. Needless to say, having your thoughts in front of millions of minds is a great way to be influential. The only downside of sharing your video on YouTube is that the service is blocked in many American schools. That means classes who are hoping to see what you are doing will have to wait until they get home.
- **blip.tv** (www.blip.tv)—One of the newest video-sharing websites available is blip.tv. Started in 2005 as a competitor to YouTube, this site has one main advantage over its bigger and better known cousin: blip.tv hasn't been blocked by school networks yet! That means classes who are trying to view your work at school won't have any trouble. The site hasn't taken off yet, though—so your video won't reach as many people on blip.tv as it will on YouTube. And while hosting videos on blip.tv was free as of the fall of 2009, it may not be free for long.

Remember that you can share your video in more than one forum! Creating TeacherTube, YouTube, and blip.tv accounts may seem like a lot of work at first, but once your video has been uploaded, you'll be getting your ideas in front of as many different audiences as possible—and that's never a bad thing when you're trying to be persuasive.

Also remember that in a digital world, there are *always* new services being added and old services dying away. While this list contains good suggestions for today's readers, there might be better options tomorrow. The best content creators in a digital world are always on the lookout for new ways to share what they are making.