Not all clothing is fit for the screen. We’ve created a guide to help you dress for television success!

**THE DO’S AND DON’TS OF TV ATTIRE**

• **Blazers and jackets with a collar.**
  A microphone can be clipped onto the collar and the wire can be hidden inside the jacket.

• **Soft colors, like grey, beige and earth tones.**
  These colors seem to agree best with the camera and appear pleasant on screen.

• **Accessories, like a tie or scarf.**
  A tie for men can be a good place to clip a microphone. For women, a scarf can be helpful if your shirt doesn’t have a collar.

• **Stripes, polka dots or checks.**
  Elaborate designs can strobe on camera and appear bendy and pixelated on screen.

• **Bright colors, including white and green.**
  Bright colors can throw the camera’s color settings off balance. Green can interfere with the backdrop if you’re using a green screen.

• **Sweaters or T shirts with no collar.**
  These types of tops don’t have a good place to discretely clip a microphone. Dress shirts, jackets or even scarves can be good for placing your mic.

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**WHAT TO WEAR ON Camera**

*What to wear*  
Yes

*Not to wear*  
No
Welcome to LCCAT’s once-a-quarter PSA Day – where we invite members of the nonprofit community to come on in and tell their story.

WHAT IS A PSA?

PSA = Public Service Announcement = a short message that educates or informs people about something that matters to your organization. It could be a message about who you are, about an upcoming event, or about an issue, cause, or topic that you work on.

Persuasive! PSAs have a point of view. Show or tell that view clearly, and get people interested in or excited about it.

Clear! PSAs focus on a message. Pick one thing you want the PSA to communicate. Say it straightforward. Show it. Repeat it simply and clearly.

Concise! Typical PSAs are 30-60 seconds long. Think of them as the tasty tidbit on the toothpick that whets the appetite… not the main course!

Factual! PSAs use reliable sources, accurate facts.

Engaging! PSAs grab and keep a viewer’s eye with images, video, music, narration, interviews, graphics, animations. They don’t have to be complex or busy or fancy, but good visuals and a lively tone help share your message.

Plan what you want to focus on in advance. Pick the one most important thing you want your PSA to communicate.

Collect some visuals. Still photos, B-roll video, graphics… Simple visuals combine with your voice to create a more engaging message than your smiling face alone. Don’t just tell – show!

Write a short script that reads the way you speak. A script presents spoken words, with pacing and language different from formal written text. Your mission statement might be perfect for the annual report, but for your script… use direct spoken language.

Practice your script. Even if you’ll have your script on the teleprompter, practice speaking it aloud in advance. Get comfortable with the words and cadence. If you stumble in the same place, change the script to make it more natural and comfortable to you.

Don’t stress. Really. It’s just some video. Taping a PSA doesn’t commit you to using it forever!

Be you. Let your authentic belief in your organization come through.

30 = 60–70 seconds
1 Picture = 1000 words
Ready to share your organization’s message via a Public Service Announcement, aka PSA? Of course you are! Here’s a checklist of some things you might want to prepare in advance.

**SCRIPT**

Even if you plan to speak without reading from a script, practice using one – you’ll be surprised how much easier it is to stay focused and on message by practicing in advance.

- Use bullet points to highlight the key message elements
- Practice using language that flows in voice – this isn’t formal written text!
- Be personable, engaging, and yourself – video allows you to use the power of personality to share a message.
- Focus - Pick one message and use elements to support that message.
- Less can be more – As a guideline, 60 words = 30 seconds of video. Brevity speaks more strongly than verbosity.

**TELEPROMPTER**

A teleprompter displays your script so you can read it naturally as you look into the camera.

- Send us your script as a word file at least a day in advance so we can have it set up before you arrive.
- If you haven’t used a teleprompter before, ask us to walk through it with you when you arrive to do your PSA, so you can practice with it a few times.
- You don’t have to use the Teleprompter; it is an option you can choose, not a PSA requirement.

**B-ROLL**

B-Roll describes “extra” video and/or still photos that show more about your PSA message. B-Roll Video is visual! People like seeing your organization in action.

- Think about the images that help tell your story and illustrate activities that show what your organization does best.
- Gather short video clips and still photos. Don’t be afraid to ask around your organization. It seems everyone has a smart phone image or two of your organization in action.
- Sometimes “home movies” or “snapshots” give an immediacy to your work – images and videos don’t need to be professionally made. However, do be sure the images are in focus and that any people in them are OK with their images appearing in your PSA.
- Email or share a thumb drive with the video and .jpgs with LCCAT in advance so we can be ready to incorporate them.