

PSA PRODUCTION BASICS



- Preferred video formats: 1080p (1920 x 1080) and 720p (1280 x 720 HD) .mp4.
- Do not add any music to avoid violating copyright laws. If requested, we can add music from our vast online music library.
- Do not use photos, videos or graphics found online unless you have written permission from the owner of the images.
- A release form should be signed by anyone appearing in the commercial. Ages 18 and older sign the Adult Release Form. Under 18, a parent or guardian must sign the Minors Release form granting permission.
- When recording at a location, make sure you have permission by the property owner.
- When recording the video, position talent or objects with light, such as the sun, in front of them. If the sun or bright images are behind them, it will make it difficult for the camera to correctly balance the image



BACKGROUND TOO BRIGHT



BACKGROUND CORRECTED

- If using a smartphone to record video, hold the device horizontal, not vertical.



HORIZONTAL – CORRECT



VERTICAL – NOT CORRECT

- If adding text or logos to the screen, keep them in the video safe zone as indicated below. If the text exceeds the safe zone, it may not be seen on all television sets.



- If recording talent speaking on camera, a microphone should be used for better audio quality.
- Audio levels should not exceed -12db on an audio meter. If the levels reach "0db" on an audio meter, the sound may be distorted