

**PSA Rundown Sheet**  
 Olelo Community Television

PSA # 1- 60 second - Name of PSA: \_\_\_\_\_

Executive Producer:  
 On Camera Talent:

PSA Release Form:  
 NPO Logo:            NPO media:

TIME	VISUAL	AUDIO
1-20  20 sec	<b>Camera</b> shot opens up in studio with talent full head shot.	(SOT) Aloha My name is _____ and I am the (position) of _____, an organization that helps (describe the service).
21-24  4 sec	(Location – same) <b>MS</b> -Camera cuts to video of _____(your choice)	(VO) Our goal is to _____
25-29  4 sec	<b>Field</b> (Location – same) Quick cut to _____	(VO) You can help by _____.
30-42  12 secs	<b>Insert Graphic</b>	(SOT) Key phrase or saying.....
43-53  10 sec	<b>Camera</b> dissolves to graphic slate with phone number	<b>Contact the                  NPO Organization                  Phone:                  email:                  website:</b>

VO – voice over