

Gabby Thorburn

Broadcast Media

Period 4

3/1/16

PSA Script

Scene 1: (TEXT) iPad Use By Gabby Thorburn

Scene 2: (VIDEO)

Camera Angle: Pan

Setting: iPad cart room

Action: Camera shows iPad carts

Description: Camera use pan technique to turn around the room, showing the iPad carts.

Scene 3: (TEXT) Our Cal Young iPads are a privilege most schools don't have.

Scene 4: (VIDEO)

Camera Angle: Side View at eye Level (From table)

Setting: Flex Space

Action: Girl is playing on iPad

Description: Camera is sitting on the table next to the girl. The girl is playing on iPad and smiling.

Scene 5: (TEXT) When we treat them like this...

Scene 6: (VIDEO)

Camera Angle: Side View

Setting: Main Stairs

Action: Careless girl drops iPad

Description: The camera is focused on a girl walking down the stairs. The girl is holding her iPad carelessly in one hand. She drops the iPad.

Scene 7: (VIDEO)

Camera Angle: Showing the ground

Setting: Where the girl dropped her iPad

Action: iPad falls to the ground

Description: Camera is trained on the ground. The camera shows the iPad fall, but it is in slow motion.

Scene 8: (VIDEO) Same as scene 7

Scene 9: (TEXT) We could loose our iPad privileges.

Scene 10: (VIDEO)

Camera Angle: Eye Level

Setting: Office

Action: Girl gets iPad taken away

Description: Camera shows a staff member taking girl's iPad away from her.

Scene 11: (BACKGROUND IMAGE) iPad with cracked screen (TEXT) Most iPads get broken when ...

List of how iPads get broken

Scene 12: (TEXT) Treat your iPad the right way!

Scene 13: (VIDEO)

Camera Angle: Tilt

Setting: Main stairs

Action: Girl walks iPad down the stairs.

Description: Camera starts focused on the top of the stairs. Girl walks down the stairs, and camera follows her. The girl is carrying her iPad the correct way. She doesn't drop it.

Scene 14: (TEXT) Carry your iPad with 2 hands. Don't use it while walking in the hallway!

Scene 15: (VIDEO)

Camera Angle: Eye level

Setting: Flex space area

Action: Girl stops other girl from eating near iPad

Description: Girl is sitting at flex space area. Other girl comes in and starts eating near iPad. Girl stops her.

Scene 16: (TEXT) Don't eat or drink while using your iPad. Don't bring your iPad to the courtyard or lunchroom.

Scene 17: (TEXT) Always be safe on the internet and never download any apps without permission.

Scene 18: (TEXT) When returning at the end of school, place it in the correct slot and plug it in.

Scene 19: (VIDEO, dolly)

Camera Angle: Eye level

Setting: iPad cart room

Action: Girl returns iPad

Description: Camera - which is on a dolly – follows girl into iPad cart room. Girl places iPad in cart correctly.

Scene 20: (TEXT) If you take your iPad home, be sure to bring it back with at least 50% battery.

Scene 21: (TEXT) By following these rules and guidelines, our iPads will last for many years to come.

Scene 22: (TEXT) For more information, visit Mr. Schiff's iPad page, or you iPad procedures and guidelines iBook on your iPad.

Scene 23: (IMAGE) Girl holding iPad and smiling.