



OFFICE OF THE MAYOR  
Douglas A. Lawson  
City of Riviera Beach, Florida

## PSA VIDEO SUBMISSION GUIDELINES

**Purpose: Amplify Your Mission. Engage Our Community.**

Mayor Lawson is committed to supporting our local organizations. This opportunity is designed to give local non-profits and community groups a powerful platform to reach thousands of residents on the new TV show/podcast, "**Miked Up with Mayor Lawson.**"

Your Public Service Announcement (PSA) should be a concise, powerful message to:

- **Promote Local Non-Profit Missions:** Raise awareness of your organization's core purpose, services, and community impact.
- **Announce Community Events:** Advertise upcoming, non-fundraising, community-benefit activities (e.g., health screenings, public workshops, volunteer drives, park cleanups).
- **Encourage Positive Action:** Drive specific, beneficial community behavior (e.g., "Adopt a pet," "Use the bike lanes," "Check on your neighbors").

**Submission Checklist** - All submissions must be complete to be considered for airtime.

<input type="checkbox"/>	<b>PSA Video File (30 seconds maximum)</b> - MP4 or MOV format.
<input type="checkbox"/>	<b>PSA Script</b> - A printed copy of the script, exactly as spoken in the video.
<input type="checkbox"/>	<b>Talent Release Forms</b> - Signed by all individuals featured in the video/audio.
<input type="checkbox"/>	<b>Brief Summary</b> - A one-paragraph description of your organization and the PSA's goal.

### Content & Legal Requirements

1. **Clear Call-to-Action (CTA):** The PSA must clearly state what action the viewer should take, and include a simple URL, phone number, or social media handle on-screen.
2. **Branding/Logos:** Your non-profit's name and logo should appear clearly, ideally in the first and last 5 seconds.
3. **No Copyright Infringement: Crucial.** You must own all rights to the footage, images, and, most importantly, the **music and audio** used.
  - o **NO** copyrighted commercial music. Use royalty-free, licensed, or original music only.
  - o **NO** branded products/logos (e.g., soda cans, sports team gear) without express permission.
4. **Talent Release Forms:** You must secure signed **Talent Release Forms** from every person who appears on-screen or whose voice is used in the PSA. These forms must be submitted with your video.
5. **Appropriate Content:** The PSA must be non-partisan, non-controversial, and free of profanity, obscenity, or gratuitous violence. The content must align with the Mayor's office's commitment to positive community welfare.
6. **No Direct Solicitation:** PSAs cannot be a direct appeal for donations, membership fees, or explicit fundraising. Focus on awareness, services, and community events.

Your video must be **exactly 30 seconds (or less)** in length. Please adhere to the following technical and content specifications for an approved submission:

**I. Technical Specifications**

Requirement	Parameter	Notes
<b>Duration</b>	<b>30 seconds maximum</b>	<i>Must include a final screen with your logo/CTA within this time.</i>
<b>Aspect Ratio</b>	<b>16:9 Landscape (Horizontal)</b>	Standard for TV and video players (e.g., 1920x1080 or 1280x720).
<b>Video Resolution</b>	<b>Minimum 720p (1280x720)</b>	Higher resolution (1080p/Full HD) is highly recommended.
<b>File Format</b>	<b>MP4 (.mp4) or MOV (.mov)</b>	MP4 is preferred for universal compatibility and smaller file size.
<b>Video Codec</b>	H.264	Standard codec for high-quality, web-friendly video.
<b>Audio</b>	Stereo (2-channel) mix	Audio must be clear, balanced, and mixed to professional levels (avoid sudden loud noises).
<b>File Naming</b>	NONPROFITNAME_PSATitle_30s.mp4	Example: HealthyCity_BikeSafety_30s.mp4

**DEADLINE & SUBMISSION PORTAL:**

All submissions must be received by the last Wednesday of each month to be included in the following month’s show. Email all submissions to [wstephens@rivierabeach.org](mailto:wstephens@rivierabeach.org)