

Video Planning Checklist

for High-Stakes PSA Campaigns

Federal government • Associations • Nonprofits • Public affairs agencies

Purpose & Success

Define the primary objective and desired outcome. Confirm success metrics and timeframe. Align on what viewers should understand/do.

Audience & Barriers

Identify primary and secondary audiences. Name real-world barriers (access, trust, stigma, confusion). Confirm language, literacy, and accessibility needs.

Message Map

One core message + 2–3 supporting points. Create a “do-not-say” list to avoid risk/confusion. Set the tone (empathetic, urgent, authoritative).

Call-to-Action Readiness

Choose one clear CTA and where it sends people. Verify landing page/phone/text flow is live and accessible. Make next steps obvious and low-friction.

Approvals & Governance

Clarify decision-makers vs reviewers. Set review checkpoints (script → rough cut → final). Lock mandatory elements (logos, disclaimers, legal language).

Accuracy, Claims & Risk Review

List every factual claim and source it. SME/public affairs/legal review where required. Check for misinterpretation, stigma, unintended impact.

Creative Approach

Select best format (live-action, animation, doc-style). Plan credibility cues (trusted messenger, real locations). Avoid fear tactics unless evidence-based and intentional.

Script & Accessibility

Keep it clear under 30–60 seconds. Plan on-screen text so it works with sound off. Include captions and 508/WCAG compliance requirements.

Production Logistics

Finalize locations, permissions, releases, safety plan. Build shot list tied to message priorities. Prepare contingency plan (weather, no-shows, delays).

Distribution & Measurement

Confirm deliverables per platform (16:9 / 1:1 / 9:16). Set tracking (UTMs, call/text tracking, analytics). Plan early monitoring and optimization.