PSA

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“Not everyone is free”

**PSA to Stop Human Trafficking in America**

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**“Not everyone is free.”**

* 30-second television spot
* 30-second radio spot
* Public service announcement
* Goal to stop human trafficking in the U.S. A.

**Talent**

* Voiceover: Randy Goin, Jr.
* Goin will offer his services free-of-charge as a community service

**Purpose**

* To address the often invisible human trafficking problem in America
* Education

Treatment:

“NOT EVERYONE IS FREE”

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**Logline:** “Not everyone is free” is a 30-second Public Service Announcement designed for both television and radio placement.

**Use: Immediate – TFN**

**Time: 30 seconds**

**Agency: FreeUsToday.org**

**Title: “Not everyone if free**”

**Main point: Human trafficking takes place even in “The Land of the Free.”**

**Abstract:** There is an expanding sub-class of workers in the United States that are not free to change jobs or move freely in society. Some of these workers are brought to this country as students to travel and explore the U.S. after they pay-off their travel expenses to their sponsor, which often never happens. Others may be illegal immigrants who are forced to take any job, at any wage, and often work very long hours. Many times whole families of illegals will work for less than a single American worker may earn. Others accept dangerous positions in slaughterhouses, construction, and the sex industry just for the opportunity to live in the “land of the free” and experience the American Dream.

**Goal:** This Public Service Announcement is designed to raise awareness of the issue in this country and to educate Americans that human trafficking is not just a problem in faraway foreign countries like Thailand.

Because the airtime is donated, sponsor will have little control over when and where it appears. Therefore, the PSA spot was created generic-style applicable to most audiences. The PSA will be submitted as a pre-recorded message and a live script.

**Production:** Production costs for “NOT EVERYONE IS FREE” will be minimal, as the talent will appear gratis as an act of community service. There will be a minimal charge to purchase the photographic images used in the television spot as a slide/announcer spot. Video production will be completed by Darlene Natale as a community service using Adobe Premiere or Final Cut Pro. The voice-over talent will be provided gratis by Randy Goin, Jr. as public service. All production will take place in a computer lab at no additional cost. Estimated production cost would be $300-500 depending on the images selected and the source. The radio spots will be presented in finished form and script format for the station’s flexibility.

**PSA SCRIPT: “No everyone is free”**

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| **Video** | **Audio** | **Run Time** |
| MS: Silhouetted man sitting alone on tire in darkness | VO: Imagine a life | :02 |
| CS: Hands in dirt | VO: of desperation | :04 |
| MS: Children working in dirt field | VO: not knowing if you will eat today | :06 |
| MS: Maid cleaning mirror in hotel room | VO: or where you will sleep tonight | :08 |
| MS: Young man working as prep cook | VO: Imagine working a long, hard day for no money at all | :10 |
| MS: Boy in workshop | VO: What if you were in this place of no hope | :12 |
| WS: Man bussing tables in diner | VO: with no chance for escape | :14 |
| MS: Girl in Factory |  | :16 |
| WS: Flag workshop floor scene | VO: What if this place was right her in America | :19 |
| WS: Factory | VO: In the land of the free | :22 |
| M: Boy working in kitchen | VO: not everyone is free | :24 |
| MS: People waving flags | VO: To learn how we can stop human trafficking, visit www.FreeUsToday.org | :30 |