

Video PSA Script

Title: “Every Animal Deserves a Home”

Length: 30 seconds

Music: Gentle piano builds to warm, hopeful acoustic tone

[0:00 – 0:05]

- VISUAL: WS of a quiet morning in Tuscaloosa. A stray dog wanders along a sidewalk; a cat peers from under a porch.
SFX: Soft ambient morning sounds, birds chirping.
VO 1 (Female, compassionate): “Every year, hundreds of animals in West Alabama are left behind with nowhere to go.”

[0:06 – 0:12]

- VISUAL: CU: A volunteer opens the gate to the new Humane Society of West Alabama Cat House. Cats stretch and play in sunlight.
SFX: Light instrumental music begins to build.
VO 2 (Male, warm): “But at the Humane Society of West Alabama, hope has a new home.”

[0:13 – 0:20]

- VISUAL: MS: A family meets a friendly dog in the outdoor play yard. Children laugh as the dog wags its tail.
VO 1: “Our new Cottdale campus is giving animals the space, care, and love they deserve.”
SFX: Gentle dog bark, soft laughter.

[0:21 – 0:27]

- VISUAL: CU: Volunteer hugs a newly adopted cat. Transition to a smiling family leaving with their new pet.
VO 3 (Young adult, hopeful): “You can help. Adopt. Volunteer. Donate.”
MUSIC: Builds to uplifting, inspiring tone.

[0:28 – 0:30]

- VISUAL: LS: HSWA campus sign at sunset. Logo and tagline fade in.
SUPER: “*Every Animal Deserves a Home.*”
SUPER: Visit <https://humanesocietyofwa.org/>
VO 1 (gentle): “Together, we can give every animal a loving home.”
MUSIC: Fades out on a hopeful note.