

## Swagit PSA Production Request Form

**Name:**

**City/Organization:** City of Allen (ACTV)

**Contact Number:** 214-509-4152

**Date Submitted:**

In order for us to provide you with creative and informative production content, we ask that you complete this checklist so that we can better understand and address your needs. If you have any questions concerning this form, please email us at [editors@swagit.com](mailto:editors@swagit.com) or call us at 214-432-5905.

**Title of the PSA:**

Ella Fitzgerald is 100

**Name of the Video Category to be placed in for On-Demand Viewing:**

Specialty and PSAs

**If this is a revision of a previous PSA, are there new assets included? (i.e. what needs to be changed...text on screen, voice-over, graphics, music, etc.)**

No

**What is the final preferred run time of the PSA? (Please keep between 15 - 120 seconds)**

:30 seconds

<b>NARRATION</b>	<b>GRAPHICS</b>
<p>2017 marks 100 years since the birth of jazz singer Ella Fitzgerald.</p> <p>Join us for an evening of music in the style of the First Lady of Song at the library on Friday, February 17<sup>th</sup> at 7:30 p.m.</p> <p>The band is led by Andrew Griffith and features the musical stylings of Leena Conquest, Roger Boykin, and Jonathan Fisher.</p> <p>Prepare to be transported back to the Ella of old, with sultry ballads, bebop solos, swing numbers, and more.</p> <p>Visit <a href="http://AllenLibrary.org">AllenLibrary.org</a> or call 214-509-4905 for more information.</p>	

## Swagit PSA Production Request Form

**Name:**

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**Contact Number:** 214-509-4152

**Date Submitted:** 1-6-2017

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**Title of the PSA:**

Allen Railroad History/Sam Bass Day Celebration

**Name of the Video Category to be placed in for On-Demand Viewing:**

Specialty and PSAs

**If this is a revision of a previous PSA, are there new assets included? (i.e. what needs to be changed...text on screen, voice-over, graphics, music, etc.)**

No

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:30 seconds

<b>NARRATION</b>	<b>GRAPHICS</b>
<p>Sam Bass and his gang descend upon the sleek black train slicing through Allen, Texas, a story that would come to define the railroad town.</p> <p>Come hear how Allen got its start along with the tale of Sam Bass on February 25<sup>th</sup> from 11 to 2 p.m. at the Allen Heritage Center/Depot.</p> <p>Activities include ringing the Ebenezer Allen train bell, observing blacksmiths at work, and more.</p> <p>Prizes will be awarded for the best-dressed outlaw, but don't forget your \$5 entry fee!</p> <p>Call 972-727-2772 for more information.</p>	