



Tips for Accessing Downloadable Version 2014 Children's PSA

First Steps:

- 1) Login to CSLP site. Please note that if you don't have a login you will need to create one.
- 2) Click on Proprietary Downloads – located in the information bar underneath the CSLP login box.
- 3) Click on PSAs – located at the top of the toolbar on the left side of the screen.

Now What?

The PSA downloads are divided into two categories – a set for **librarians** and a set for **television broadcasters**. Please note that the set of links for broadcasters can seem very daunting and is really best understood by video and technical professionals. There are various types of extensions that relate to the types of programs that television and video professionals use – and libraries should direct questions about these files to video or IT staff within their library system or state.

Links for Librarians:

There are 8 files for librarians. These can be used on websites, social media, shared with schools, and so forth. Choose the file type that is appropriate and click *download* to view the video or *save* to save to a computer.

ALL PSA file names begin with CSLP_2014_PSA and then are followed by ENG for English or SPA for Spanish. The remaining extensions are as follows:

HD_24_for iPad and iPhone4.m4v

This file is optimized for mobile Apple devices.

HD_24_H.264.mov

This is standard type of video file that can be viewed in most video players including Windows Media Player, VCL, and Quicktime.

HD_24_ProRes.mov and HD_ProRes.mp4

These are standard type of video files that are compatible with MACs and Apple video programs/products.



Tips for Accessing Downloadable Version 2014 Children's PSA (Continued)

Extended Edit Files:

There are two files that have some extra space built into them for customization. Specifically these versions have an extra 10-second bed at the end of them – making a total of 15 seconds available at the end for customization. There is one file in English and one file in Spanish. As with the files for broadcast – editing and customizing these files is something that is best understood and done by a video/IT professional. Libraries should direct questions about customization to professionals in their library system or state.

Also please note – customizing the PSA also means customizing/changing the Closed Captioning. Again a video/IT professional can help with that process.

Other Notes About Closed Captioning:

ALL versions of the PSA except for the two designed for editing have Closed Captioning encoded into them. Closed captioning is a function enabled by the television or computer program running the PSA. Some programs, such as Windows Media Player, do have bugs and issues with running closed captioning. Other programs, such as QuickTime, have few issues with running closed captioning. Librarians may need to consult with local or state IT professionals to troubleshoot closed captioning problems on their specific program or device.