

What is a public service announcement?

Public service announcements, or PSA's, are short messages produced on film, video, or audio and given to radio and television stations. Today they may be posted on sites such as YouTube. They are used to communicate a message which is to the benefit of the hearers. There are many possible themes to a public service announcement. Common subjects of PSA's include drug awareness, road safety (e.g. drinking and driving, cellphones, texting), anti-crime messages, environmental concerns and tolerance/racism.

How do I write a PSA? What should I include?

1. Target your audience. – know to whom you are directing your message. It could be teen boys, new drivers or senior citizens.
2. Choose the tone of your video or audio message. Would a light/humorous tone work best or would a darker feel have more impact?
3. KISS – focus on the point and keep it simple. Fewer words can be more. Let the visuals work for you.
4. Know your facts. If seatbelts save lives – prove it.
5. Find an attention grabber. How will you hook your audience?

See page 2 for a checklist

Checklist:

1. Who is my audience?
2. What tone will the PSA take?
3. What did I do to adhere to the KISS principle?
4. What are the important facts to include? (based on your *research*)
5. What will I use to gain interest/hook my audience?