

What is a public service announcement?

PSAs are short, "non-commercial" announcements prepared to provide information to the public. PSAs are used by organizations to:

- Publicize community events.
- Provide health and safety tips.
- Assist in fund raising efforts.
- Inform and influence public opinion.

PSA messages:

- *Must* contain information that is beneficial to the community.
- Should not include controversial or self-serving material.
- Include the most essential information in the first.
- Use short, upbeat sentences written in everyday language.
- Tell/ show how this information can help the viewer.
- Ask for action.
- Tell viewers/listeners where they can go, what they can do or who they can call.
- Edit tightly; look for ways to shorten phrases and sentences. Make it memorable!