

PSA Requirements

A **public service announcement** (PSA) is an excellent way for you to reach large numbers of people and make a personal message public, to stand up for your beliefs and be heard.

Effective PSA's

A well made PSA will motivate people to take action to improve their communities, families and their own lives. Make sure to consider whether the ad will attract attention, whether the audience will recall important ideas, whether the message is personally relevant, believable and interesting to the target audience. Effective Psa content should:

- **build awareness,**
- **reinforce positive beliefs**
- **change negative behavior**
- **initiate dialogue**

If you want your PSA to be successful, it must do three things for your audience:

- **Grab their attention!**
- **Hit them with your message!**
- **Get them to act!**

Target Audience

Create a PSA that will be targeting our school and faculty as your audience.

Tag Line

Include a tagline. Most PSA's have a **tag line**. The tag line is a powerful, concise sentence or phrase which sums up the message in your PSA. Pretest your tag line and concept and see what type of reaction you get from your peers

Accurate, Verifiable Information/Statistics

Back up your statements with at least one statistic that is included in your piece. You want your message to have integrity and accuracy. Your PSA will not be taken seriously (or distributed) if you make claims you cannot back up. **Verify** your statement with a reliable source and document the source of all information.

Call to Action

Include **contacts or references** of organizations that that can take them one step further to action.

Other Requirements Include:

- 30 seconds in length
- all original video footage, stills and soundtrack
- no guns, drugs, violence or sexually suggestive content on camera.
- Include closing credits
- Include closing narration
- Include title sequence of tag line, statistics and contacts