PSA NOTES

What is a PSA?

- PUBLIC SERVICE ANNOUNCEMENT

- A “FREE COMMERCIAL” FOR A NON-PROFIT ORGANIZATION

To the audience, a PSA is just another commercial, so it should be written like one.

Start writing a PSA by defining your \_\_\_GOAL\_\_\_\_\_\_\_\_\_\_\_\_\_.

- WHAT DO YOU WANT IT TO ACCOMPLISH

The goal of a PSA is simple: TO GET SOMEONE TO TAKE SPECIFIC ACTION

The goal is not: TO TALK ABOUT THE SPONSORING ORGANIZATION – IT’S TO MOTIVATE THE TARGETED AUDIENCE TO ACT

Is this message \_\_\_IMPORTANT\_\_\_\_\_\_\_\_\_\_ enough to broadcast? TARGET AUDIENCE

Is this message \_\_\_\_RELEVANT\_\_\_\_\_ to the broadcast audience? MASS AUDIENCE

1) Talk about \_\_\_\_RESULTS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

2) Use language you use \_\_\_EVERY\_\_\_\_\_\_\_\_\_ \_\_DAY\_\_\_\_\_\_.

3) Use \_\_EMOTION\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

People \_\_\_RATIONALIZE\_\_\_\_\_\_\_\_\_\_\_\_\_ actions with logic.

People are \_\_MOTIVATED\_\_\_\_\_\_\_\_\_\_\_\_\_ by emotions.

4) Make it\_\_\_\_\_\_PERSONALLY\_\_\_\_\_\_\_RELATABLE\_\_\_\_\_\_\_\_\_\_\_\_.

5) Identify the \_\_ORGANIZATION\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

6) Deliver \_\_\_ONE\_\_\_\_\_\_ core message.

7) Be \_CLEAR\_\_\_\_\_\_\_\_\_\_\_.

8) Use \_\_\_MUSIC\_\_\_\_\_\_\_\_\_\_ and \_\_\_SFX\_\_\_\_\_\_\_\_\_ only to enhance the message.

9) Make it important to your \_\_AUDIENCE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and your \_\_COMMUNITY\_\_\_\_\_\_\_\_\_\_\_\_\_\_.