

How to Write Community Notices or Public Service Announcements (PSA)

A community notice or PSA is a non-commercial announcement or message about a community event, need, health or safety tip, listed free in a special section of the newspaper or read on radio or television. A PSA needs to be short and to the point. Consider the following ideas:

1. Determine the goal of the announcement. What do you want the world to know? What do you want the announcement to accomplish? The purpose of the PSA is to get someone to take specific action. (It is not to talk about the sponsoring organization). You want to motivate the audience to act: To drop off the canned goods for the food drive; to stop smoking; to attend the fundraising dance.
2. Determine the best place to get the message read/heard. Who do you want to reach with your announcement and where does that particular audience get information? Be sure to tell you media source when the announcement should run.
3. Writing the PSA. Cover the five “W’s): Who, What, Where, When, Why (How).
 - Who is putting it on.
 - What the event is.
 - Where it is being held.
 - When it is happening (time, day, date, month).
 - Why readers/listeners will find the event interesting/worth supporting.
4. How to set up the announcement:
 - Put “PUBLIC SERVICE ANNOUNCEMENT” at the top middle of the page.
 - Write the date you’d like your announcement to air/run.
 - You can work your format around your organization’s stationary if available.
 - Include the name, phone, email and fax of the contact person.
 - Title the announcement in BOLD LETTERS by the name of the event.
 - Write the text of the PSA (as per #3 above).
 - End with -30- as you do in a press release.

Tips:

- Keep the announcements short.
- Use real and clear language. Relate the message to the audience’s lives.
- Deliver the core message with clarity, motivating the audience to act.
- Send the announcement at least 10 days before the event.
- Indicate ticket prices or other charges.
- Include contact information.
- Call a couple of days after sending the PSA to make sure it arrived.

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PUBLIC SERVICE ANNOUNCEMENT

Please air through December 20, 2008

Contact

Name:

Phone:

Fax:

Email:

FAMILY DANCE FUNDRAISER

One in four women have experienced violence in a current or previous relationship. Everybody deserves to be safe in their own home. The Genesis House Women's Shelter invites you to attend a Family Dance Fundraiser on November 7, 2008 at the Morden Recreation Centre. The Bare Yogis will entertain and the event includes a build-your-own-taco bar. Admission is \$5.00 at the door. Bring the family!

For more information call 204-222-2222 or check our website at www.genesis.org.