

# The Quick Guide To: PSA

As presented in an FYI training  
led by YES! (Youth Empowered Solutions), March 2013



## Goal:

A PSA (public service announcement) is a short informational video, 30 to 90 seconds, used as a tool to educate the public about an issue.

A PSA aims to influence the public by:

- raising awareness
- affecting the public attitude
- encouraging the public to take action.

## Examples:

These screenshots are taken from a PSA done by the TRU (Tobacco Reality Unfiltered) campaign.

Watch the video: <http://vimeo.com/21834630>

The PSA starts with a creative, eye-catching situation – a cigarette blocking all the shots of a soccer player.

Stats teach viewers about the issue.



The PSA ends with a call to action – and shows where they can get more info.

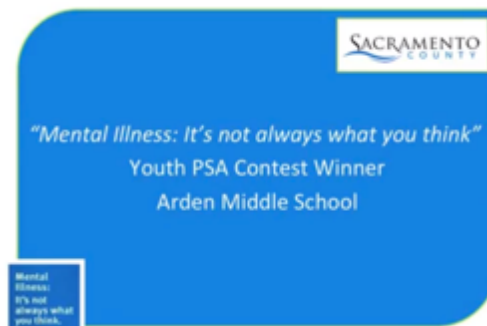
*FYI is a CEFS initiative with numerous community partners; funded by W.K.Kellogg, Blue Cross Blue Shield Foundation of NC, and a NIFA Beginning Farmer and Rancher subgrant of the Inter-Faith Food Shuttle*

## How-To:

1. Brainstorm ideas of your issue and how you want to present it
2. To be most effective, use as few words as possible.
3. Make a storyboard of your video:
  - a. First, catch the audience's eye
  - b. Introduce the issue and explain it – be brief and clear!
  - c. Give them a way to take action or get involved
  - d. Finally, give them a website or phone number where they can learn more detail about your issue, organization, or cause.
4. Air your PSA to the audience you want to reach – ways to use a PSA include:
  - a. Youtube
  - b. Do a live-action PSA in an assembly at school
  - c. Post on social media- twitter, facebook, etc.
  - d. Talk to your local news and see if they will air the PSA

## Additional Resources:

Winner of the PSA contest from “Stop Stigma Sacramento” – this video was aired during TV hits such as Glee and Big Bang Theory:  
<http://www.youtube.com/watch?v=z9d2lSAdxdk>



Practicing video skills at the FYI training  
“Storytelling towards Advocacy” March 2013

[http://youthcannetwork.org/Youth\\_CAN\\_Network/Youth\\_CAN\\_PSA.html](http://youthcannetwork.org/Youth_CAN_Network/Youth_CAN_PSA.html)

More information on PSAs and examples from Youth CAN of the Massachusetts Climate Literacy Campaign.

Examples of Video PSAs plus examples of other formats, such as radio PSAs and print PSAs, from the “I’m Going: College” campaign, focusing on financial aid options.

<http://federalstudentaid.ed.gov/psa2010/resources.html>

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