PSA
Public Service Announcements

Gallery Walk

Definition:

PUBLIC SERVICE ANNOUNCEMENT

"Defined by the Federal Communications Commission as an unpaid announcement that promotes the programs of government or voluntary agencies or that serves the public interest. PSAs can be produced for television and radio broadcast."

aba.org

Definition:

PUBLIC SERVICE ANNOUNCEMENT

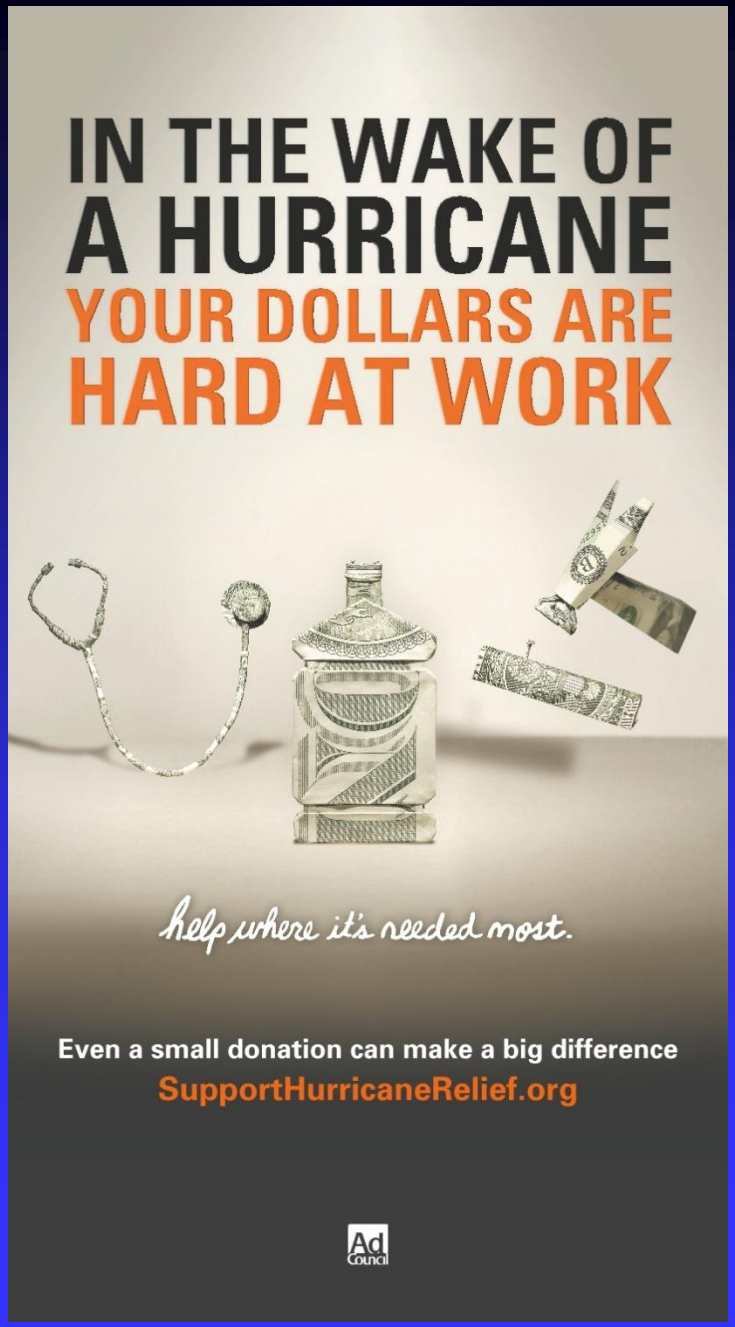
"Announcements that inform the public about safety and health information, community services or public affairs. Produced and programmed much like commercials, but usually not produced for profit."

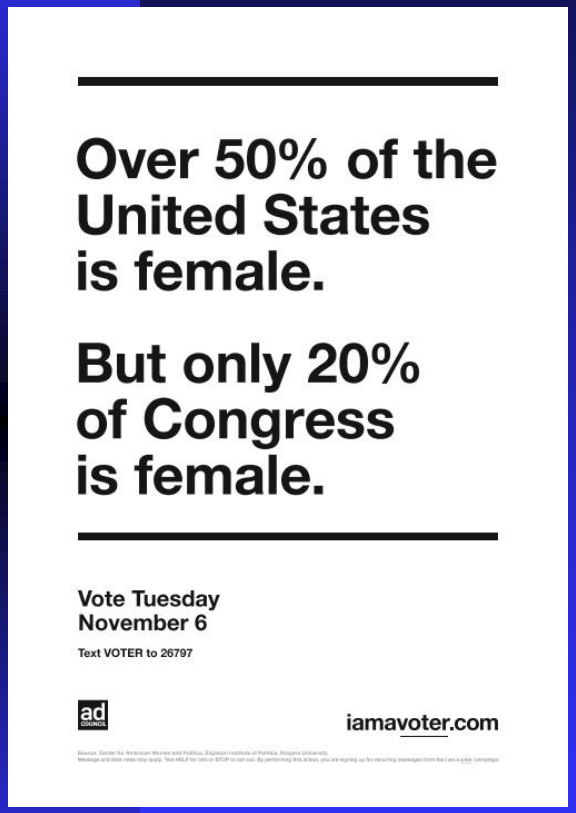
PBS.org

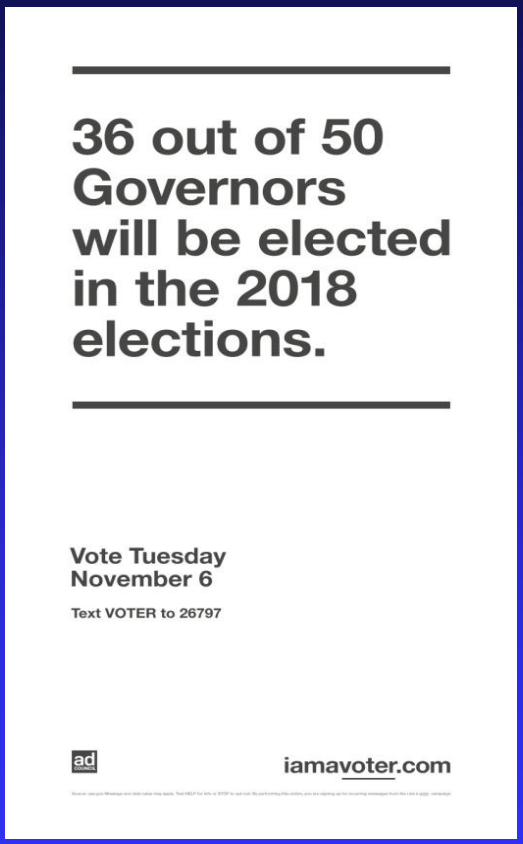
PSA Examples

from adcouncil.org

Hurricane Relief

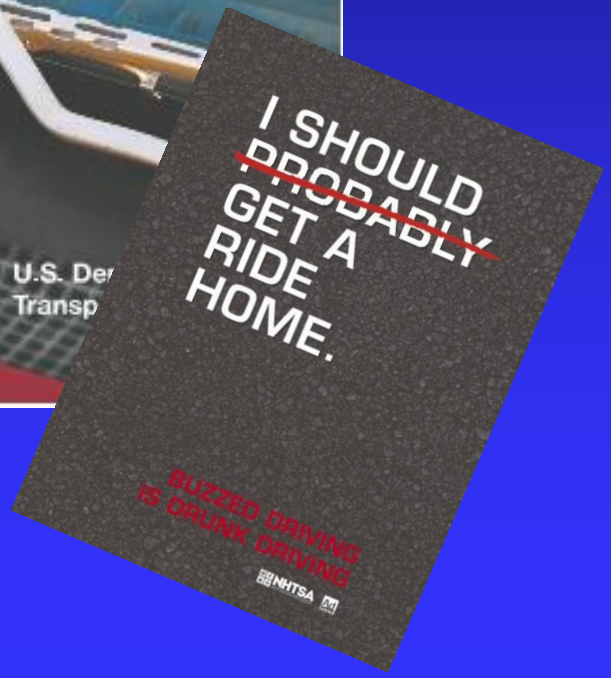






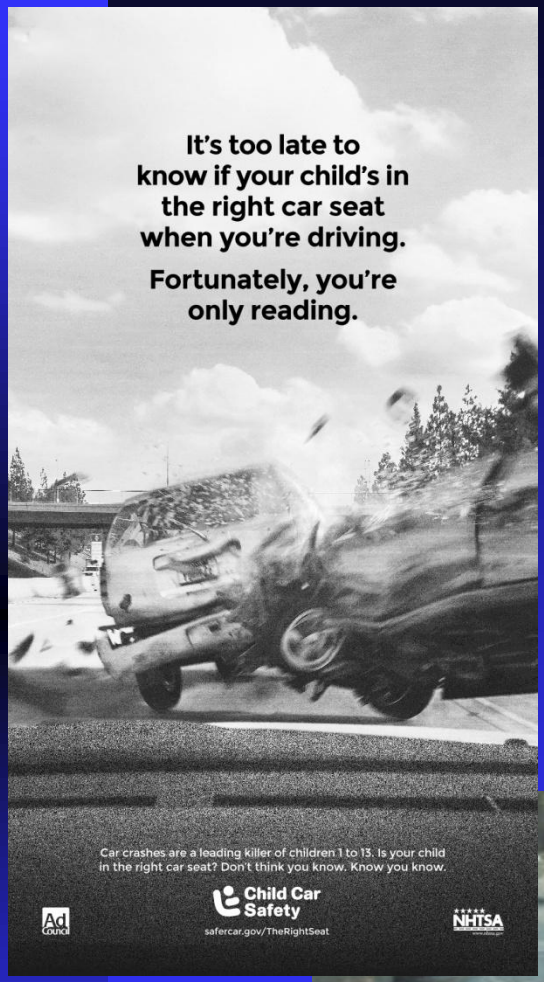
Voting – Tuesday, November 6

Bullying Prevention

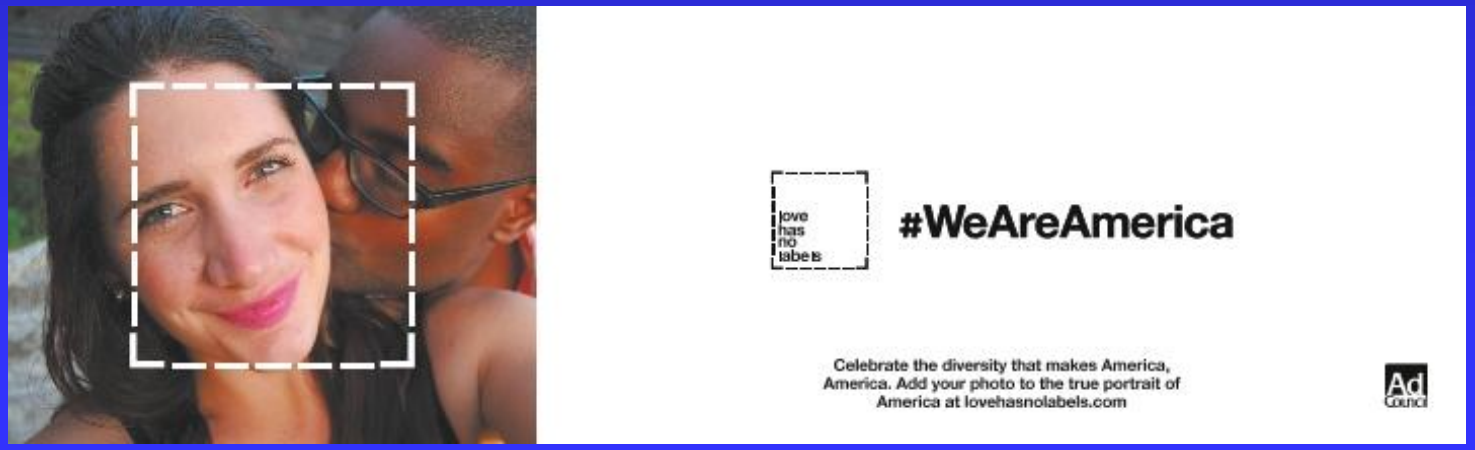


Buzzed Driving Prevention

Child Passenger Safety

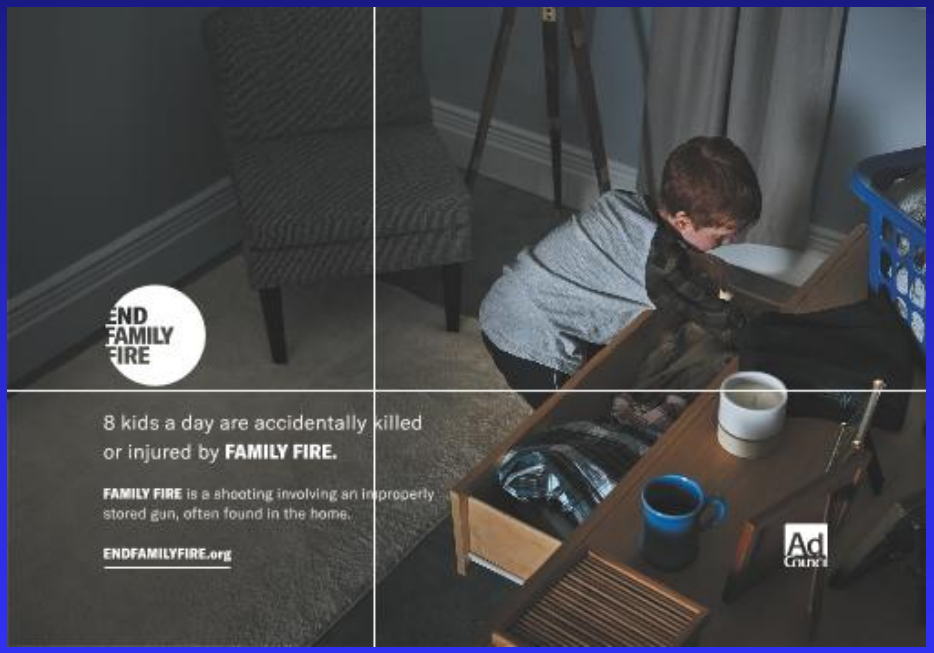


Diversity and Inclusion



Emergency Preparedness

Gun Safety


END FAMILY FIRE
8 kids a day are accidentally killed or injured by FAMILY FIRE.
FAMILY FIRE is a shooting involving an improperly stored gun, often found in the home.
ENDFAMILYFIRE.org
Ad Council

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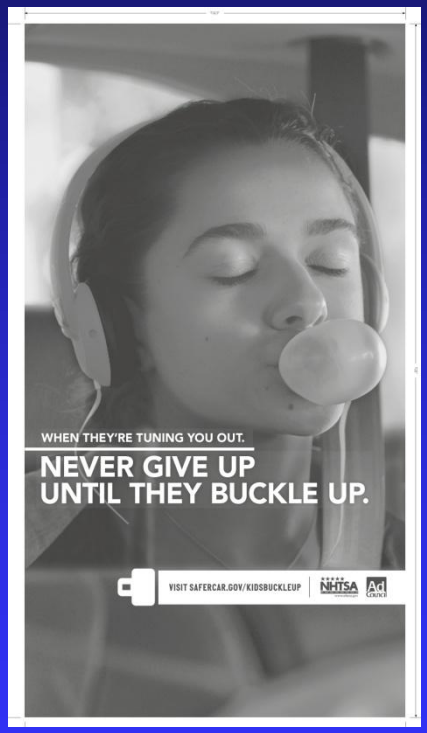
Seatbelt safety



Texting and Driving

PSA Examples

Successful PSAs:

- Tell a story
- Use a tagline
- Gives facts
- Refer viewer to a resource for additional information.