

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

IN THE WAKE OF
A HURRICANE
YOUR DOLLARS ARE
HARD AT WORK



help where it's needed most.

Even a small donation can make a big difference

SupportHurricaneRelief.org



**Over 50% of the
United States
is female.**

**But only 20%
of Congress
is female.**

**Vote Tuesday
November 6**

Text VOTER to 26797



iamavoter.com

Source: Center for American Women and Politics, Rutgers Institute of Politics, Rutgers University.
Message and data rates may apply. Text VOTER for info or RSVP to opt-out. By performing this action you are signing up for recurring messages from the ad council.

**All 435 House
seats and
35 Senate
seats are up
for election.**

**Vote Tuesday
November 6**

Text VOTER to 26797



iamavoter.com

Source: Congress.gov and the U.S. House of Representatives. Text VOTER for info or RSVP to opt-out. By performing this action you are signing up for recurring messages from the ad council.

**36 out of 50
Governors
will be elected
in the 2018
elections.**

**Vote Tuesday
November 6**

Text VOTER to 26797



iamavoter.com

Source: Congress.gov and the U.S. House of Representatives. Text VOTER for info or RSVP to opt-out. By performing this action you are signing up for recurring messages from the ad council.

Voting – Tuesday, November 6

Ad
LIVING

WHEN YOU **see**
BULLYING,
use **THIS**
EM  **JI**
TO **do** **SOMETHING**
ABOUT **it.**

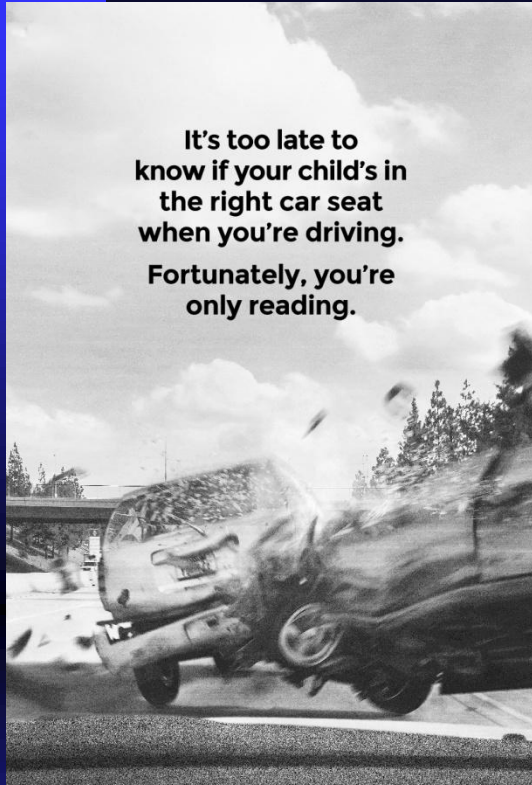
 **I AM A WITNESS**
WitnessBullying.org

Bullying Prevention



Buzzed Driving Prevention

**It's too late to
know if your child's in
the right car seat
when you're driving.
Fortunately, you're
only reading.**



Car crashes are a leading killer of children 1 to 13. Is your child in the right car seat? Don't think you know. Know you know.



Child Passenger Safety

**Not the time to
check your child's
car seat.**



safercar.gov/TheRightSeat



Diversity and Inclusion




#WeAreAmerica

Celebrate the diversity that makes America, America. Add your photo to the true portrait of America at lovehasnolabels.com



Emergency Preparedness






DISASTERS DON'T
PLAN AHEAD.

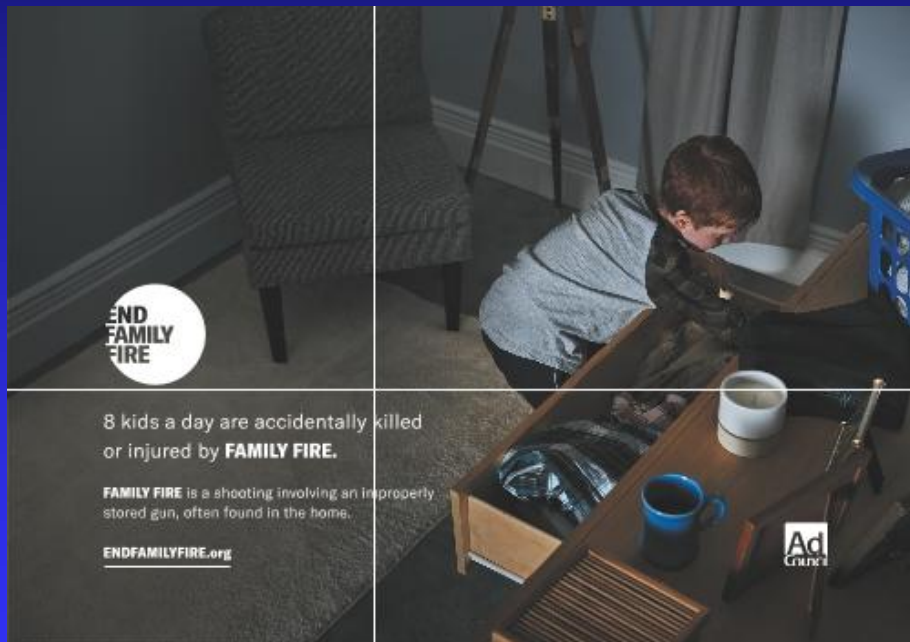
YOU CAN.

DON'T WAIT. COMMUNICATE.
Talk to your loved ones about how you are
going to be ready in an emergency.

VISIT [READY.GOV/PLAN](https://www.ready.gov/plan).

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



END FAMILY FIRE

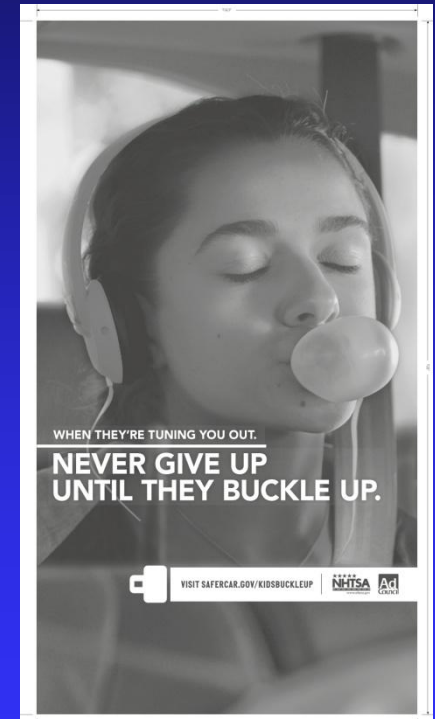
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ENDFAMILYFIRE.org

Ad Council

Seatbelt safety



Texting and Driving

**EVEN TEXTERS AND DRIVERS
HATE TEXTERS AND DRIVERS.**

STOPTEXTSSTOPWRECKS.ORG



**TEXTING AND DRIVING
MAKES GOOD PEOPLE LOOK BAD.**

STOPTEXTSSTOPWRECKS.ORG



PSA Examples

Successful PSAs:

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