

# **An introduction to Public Service Announcement (PSA)**

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## Public Service Announcement

# Definition of PSA

*Public Service Announcement (PSA) is a message in the public interest disseminated **without charge**, with the objective of **raising awareness of**, and **changing public attitudes and behavior** towards, a **social issue**.*

– Wikipedia

# A less textbook-alike definition

- ▶ A free “commercial”/advertisement
- ▶ To change public attitudes
- ▶ On a social issue

## How to implement a PSA

# Goal

- ▶ Start with a **goal**: what do you want to accomplish?
- ▶ Your goal should not just focus on a specific action. PSA should **motivate** the target audience to **take action**.
- ▶ Examples:
  - a. To stop smoking
  - b. To avoid using drugs
  - c. To stop drunk driving
  - d. To classify trash

# Target audience

Characteristics of the audience:

1. Age
2. Gender
3. Occupation
4. ...

Your PSA should contain information relevant to the characteristics of your target audience.

*Our quality merchandise and competitive prices . . .*



# Language

~~*Our quality merchandise and competitive prices ...*~~

- ▶ Don't use this language style in your PSA!
- ▶ Use everyday language:
  - a. Fake news!
  - b. Make America great again!
  - c. Yes we can!

# Emotion

- ▶ Emotions sell, facts do not. (Humans are not rational).
- ▶ Do not use an overwhelming amount of facts.
- ▶ Examples:
  - ▶ Tonight, many of children in Nigeria children will to bed hungry. Unless you help!
  - ▶ what happens here stays here!
  - ▶ A diamond is forever

# Deliver ONE core message

- ▶ Core message: ONE thing you want the audience to hear.
- ▶ The most common PSA mistake: trying to get the audience to take more than one action.
- ▶ Stick with one message and deliver it with clarity.

**What is a good PSA?**

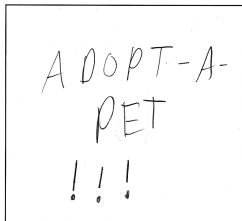
# A good PSA...

1. Attracts the attention of your audience
2. Speaks in your audience's own language
3. Relate to your audience's own lives
4. Deliver a single core message
5. Clarity
6. Motivate the audience to act

# It's your time!

Figure out a topic and develop your own PSA

# Storyboard



Frame 1 title screen



Frame 2 three animals in box



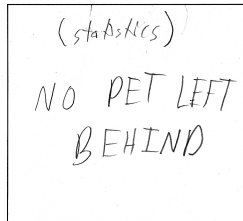
Frame 3 Bird gets taken



Frame 4 frog gets taken



Frame 5 dog cries b/c he is left



Frame 6 roll statistics & find passage

**Figure 1:** An example storyboard for PSA