

The **DEFINITIVE** Guide to **P**ublic **S**ervice **A**nnouncements (PSAs) williamswhittle

Pros to PSAs



Low cost vehicle to reach a broad audience



Establishes preeminence



Consistent brand image



Balances giving requests



Supplements paid media buys



Maintains media relationships



Controlled message

PSA Creative Development Creative Considerations



Follow the guidelines



Spots must be emotionally compelling



Rethink celebrity talent



Strong call to action



Keep the message fresh



Corporate partnerships can be a challenge



Develop high-quality spots



Focus on relevant timely topics and themes



Provide varying lengths

What You Can & Cannot Say in a PSA



CAN

- Ask for "help"
- Ask viewers to "join" us
- Encourage viewers to go to a website "for more information"
- General use of "support" (e.g. "find out how you can support your neighbor...")



CANT

- Ask for/for "Donate", "Give", "Money", or "Support"
- Any direct language about giving
- Mention a corporate partner/display logo

Factors of a Successful PSA Placement



Creative quality



Personal connection



Flexibility



Local angle



Reason to air



Distribution list



Timing

Guidebook For Successful Public Service Announcement Psa

Guillaume Favre



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