

# Public Service Announcements (PSAs)

A good PSA campaign focuses on service to the public. Make sure your idea deals with a significant public problem for which a solution can be offered through advertising. Do not develop a campaign which arouses public concern but offers no solution.

The goal of a PSA is simple: To get someone to be more informed on a specific subject.

Media messages are fleeting. One compelling central message, clearly presented with a simple call for action, is the most effective.

You are to complete a PSA about China today. Your specific focus is up to you, as long as it deals with informing the public about an aspect of China that you feel is, or may be, misunderstood.

Your PSA should be in one of the following formats:

- PSA for the radio (audio)
- PSA for the Internet or TV (video)
- PSA for the newspaper or a magazine (print)

## Video PSAs:

The best programs to use are Windows Movie Maker, iMovie, WeVideo.com (<https://www.wevideo.com/>), and YouTube's video editor (<https://www.youtube.com/editor>). With all of these, you have the ability to edit your video, insert transitions, and insert music, photos, and video clips.

For help with sounds, use the following sites: <http://www.grsites.com/sounds/> or <http://www.freesound.org/index.php>. It has free sound effects to use in your PSAs.

If you want to include your own voice as an audio component, use the free open source program Audacity (<http://audacity.sourceforge.net/>), supplementing your own scripted voice-overs with background music and other sounds. There are also a number of great apps on your phone that can also be used, too.

For music to be used in the background, you can use [www.youtube-mp3.org](http://www.youtube-mp3.org) to download free music off of a YouTube music video.

To put video clips from YouTube into your video PSA, you need to download a program, like:

- <http://www.youtubedownloadersite.com/youtube-to-wmv.html>

## Video PSA Requirements:

- A PSA between :30-:90 seconds in length
- Must include audio
  - Needs to include background music
- Must include written text
- Must include at least 1 statistic/fact that helps us understand why your issue is important and relevant
- Must clearly state what your issue is
- Must include visuals, either still pictures or video clips
- Must include a specific action for us to take
- Editing needs to include transitions and animation

## **Audio PSAs:**

With audio PSAs, your focus needs to be different from print or video PSAs, as you can't rely on a powerful visual to get your point across. Some good strategies for getting the listener's attention is by asking rhetorical questions and/or having someone tell a personal story.

Examples of audio PSAs:

[http://downhillbattle.org/radio/audio/psa2\\_jen.mp3](http://downhillbattle.org/radio/audio/psa2_jen.mp3)

[http://www.petatv.com/audio/psas/peta\\_cold\\_dog\\_psa.mp3](http://www.petatv.com/audio/psas/peta_cold_dog_psa.mp3)

### Audio PSA Requirements:

- A PSA between :30-:90 seconds in length
- Must include audio
  - Needs to include background music
  - Needs to include your voice or someone else's voice
- Must include at least 1 statistic/fact that helps us understand why your issue is important and relevant
- Must clearly state what your issue is
- Must include a specific action for us to take

## **Print PSAs:**

The best programs to use are Microsoft Publisher, Google Presentation, or Lucidpress.

View examples of print PSAs:

<http://www.peta.org/mc/ads/seankingstonP2-72.jpg>

[http://adsoftheworld.com/forum/exhibition/african\\_conflict\\_diamonds](http://adsoftheworld.com/forum/exhibition/african_conflict_diamonds)

<http://www.huntingtonsociety.ca/english/content/?page=Ad%20Campaign>

### Print PSA Requirements:

- Created using Microsoft Publisher or a similar program
- Must be in color
- Must include written text
- Must include at least 1 statistic or fact that helps us understand why your issue is important and relevant
- Must clearly state what your issue is
- Must include visuals
- Must include an action for us to take

# Public Service Announcements (PSAs) Rubric

Name: \_\_\_\_\_  
Topic: \_\_\_\_\_

Date: \_\_\_\_\_

## Video:

**Message** – Is the message of your PSA clear and concise? Is it appropriate for the intended audience? (10pts)

0            2            4            6            8            10        \_\_\_\_\_

**Facts** – Do you cite at least 1 specific facts or statistic to strengthen your message? Are your facts accurate and up to date? (5pts)

0            1            2            3            4            5        \_\_\_\_\_

**Editing** – How professionally put together is your PSA? Well organized? How smooth are your transitions? How well does your video flow? Did you effectively animate your visuals? (10pts)

0            2            4            6            8            10        \_\_\_\_\_

**Audio** – Do you have an audio component (background music, sound effects, or your voice) in your PSA? Is it appropriate for the message of your PSA? Does it help us better understand your specific issue? (10 pts)

0            2            4            6            8            10        \_\_\_\_\_

**Visuals** – How well do you use still images or video clips in your PSA? Do they help us better understand your issue? Are they appropriate for the message you are trying to portray? (10 pts)

0            2            4            6            8            10        \_\_\_\_\_

**Action** – Does your PSA have a specific action for the audience to take? Is it clearly stated? Does it connect to your message? (5pts)

0            1            2            3            4            5        \_\_\_\_\_

**TOTAL:** \_\_\_\_\_/50

# Public Service Announcements (PSAs) Rubric

Name: \_\_\_\_\_  
Topic: \_\_\_\_\_

Date: \_\_\_\_\_

## Audio:

**Message** – Is the message of your PSA clear and concise? Is it appropriate for the intended audience? (10pts)

0            2            4            6            8            10        \_\_\_\_\_

**Facts** – Do you cite at least 1 specific facts or statistic to strengthen your message? Are your facts accurate and up to date? (10pts)

0            2            4            6            8            10        \_\_\_\_\_

**Editing** – How professionally put together is your PSA? Well organized? How smooth are your transitions? How well does your video flow? Is your PSA between :30 - :90? (10pts)

0            2            4            6            8            10        \_\_\_\_\_

**Spoken Audio** – Do you (or someone else) speak in your PSA? How audible is it? Do you speak slow enough for us to be able to clearly understand what you are saying? Is it appropriate for the message of your PSA? Does it help us better understand your specific issue? (10 pts)

0            2            4            6            8            10        \_\_\_\_\_

**Background Music** – Do you include background music? How well does it connect to your message and what you are trying to get across? (5 pts)

0            1            2            3            4            5        \_\_\_\_\_

**Action** – Does your PSA have a specific action for the audience to take? Is it clearly stated? Does it connect to your message? (5pts)

0            1            2            3            4            5        \_\_\_\_\_

**TOTAL:** \_\_\_\_\_/50

# Public Service Announcements (PSAs) Rubric

Name: \_\_\_\_\_  
Topic: \_\_\_\_\_

Date: \_\_\_\_\_

## Print:

**Message** – Is the message of your PSA clear and concise? Is it appropriate for the intended audience? (10pts)

0            2            4            6            8            10    \_\_\_\_\_

**Facts** – Do you cite at least 1 specific facts or statistic to strengthen your message? Are your facts accurate and up to date? (10pts)

0            2            4            6            8            10    \_\_\_\_\_

**Visuals** – How well do you use images in your PSA? Do they help us better understand your issue? Are they appropriate for the message you are trying to portray? (10 pts)

0            2            4            6            8            10    \_\_\_\_\_

**Appearance** – How professional does your PSA look? How is its organization? How creative is it? (10pts)

0            2            4            6            8            10    \_\_\_\_\_

**Action** – Does your PSA have a specific action for the audience to take? Is it clearly stated? Does it connect to your message? (5pts)

0            1            2            3            4            5    \_\_\_\_\_

**Proofreading** – Have you proofread your PSA for any spelling, grammar, and/or punctuation and spelling errors? (5 pts)

0            1            2            3            4            5    \_\_\_\_\_

**TOTAL:** \_\_\_\_\_/50