

## **WRITING A PUBLIC SERVICE ANNOUNCEMENT (PSA)**

The Federal Communications Commission (FCC) requires that radio and television stations donate a certain portion of their time for public service and community announcements. You can take advantage of this opportunity by sending your stations a PSA that announces your library's advocacy partnership with a local notable.

A PSA is similar to a press release, but with one very important difference: It is written to be read aloud, word for word, over radio or television. It might also be conveyed in written form, as in the case with "Community Calendars" that stations often use.

A PSA must contain the five Ws (Who? What? When? Where? Why?), but it must do so in a very concise way, literally in just a couple of sentences. It must be able to be read in 10-60 seconds.

A sample PSA follows.

**Your  
Library or Institution's  
Letterhead**

**PUBLIC SERVICE ANNOUNCEMENT**

*Date you would like your announcement to air*

*Your name  
Phone  
E-mail*

**YOUR CATCHY HEADLINE IN BOLD CAPITAL LETTERS  
HERE**

Your Body Copy here. It should be able to be read aloud. Don't forget the five  
Ws: Who? What? When? Where? Why?

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