

Public Service Announcement (PSA's)

General Information about PSA's:

- PSA's should be double-spaced, at least 12 point
- Use an easy to read font, typically "Times" or similar
- The top of the page must include the word "PSA"
- They should be no longer than 1 or 2 paragraphs, and grammatically correct
- Basic information such as "who", "what", "where", "why" and "how" should be included
- Contact names and phone numbers should be listed
- Most radio stations will regularly read PSA's but some stations require a few weeks lead time, so remember to inquire with your local station
- Some stations will read the PSA for you each day and others might encourage you to come in and record it with your own voice
- PSA's are used exclusively for non-profit announcements
- This can be a great experience, so take advantage if the opportunity arises!

SAMPLE PSA:

Consider a Non-Traditional Occupation!

It is normal to get "hooked" into old ways of thinking, such as clerical jobs are for women, and heavy equipment operation is for men. But today we have choices and we can choose to "Get Off the Hook" and look at non-traditional jobs. There are many benefits to choosing a non-traditional occupation (NTO). Men might consider careers in health and elementary education. There is a shortage of workers for these jobs, and it is especially true for men. In turn, women might consider construction and welding, two high demand, high-paying jobs with opportunities for promotions. Get off the Hook! Consider a NTO. Check with our school counselor at Alaska High School 555-1234.