

How to Write a Radio Public Service Announcement (PSA)

- Step 1:** Contact the local radio station(s). Request information about their specific requirements, restrictions and limitations. Most will provide a hard copy of this information, along with a sample PSA.
- Step 2:** Determine the appropriate length of the PSA (15-, 30-, 60-second spots). Be sure to not cram too much information into a short period of time. Remember to be conversational in tone.
- Step 3:** Write down the key points that must be covered with the PSA. Always try to answer the obvious questions of **who, what, when, where, why** and **how**.
- Step 4:** Decide how to best capture the audience's attention at the beginning of the PSA. This can be done with humor or a quotation, by asking a question, making a thought-provoking statement, by sharing a fact, or any other method that will make the audience want to listen. That will become the first part of the PSA.
- Step 5:** Draft out the PSA with all of the components in place. Use words that will garner the public's attention and urge them to listen to the piece.
- Step 6:** Time the drafted PSA to make certain that it fits within the timeframe allowed. If it doesn't, rewrite the PSA until it does.
- Step 7:** Determine who will record the PSA, if the business or organization is required to provide their own "voice talent." If the radio station will record it, send them the PSA for final approval. If changes are required at the time of recording, perform the rewrite as suggested.

Public Service Announcement (PSA) Tips

1. Write short, succinct sentences.
2. Leave no obvious question unanswered.
3. Ask the radio station for guidance in preparing the PSA.
4. Listen to other radio PSAs to get a feel for how they should sound.
5. Make certain that all information in the PSA is correct.
6. Do not lie or bend the truth in any way.