

PSAs and Media Advisories

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Public Service Announcement (PSA)

FCC: unpaid announcement that promotes government's or voluntary agencies' programs that serve the public interest

Public Interest

- ? Broadcast media provide free time to charitable or civic organizations
- ? Examples include:
 - American Cancer Society
 - American Heart Association
 - Local hospital (free health screenings)
 - Recruit volunteers for cause or project
- ? Profit-making organizations rarely receive free broadcast time

PSA Key Points

- ? Only for non-profits, civic and volunteer organizations
- ? Since 1980s, less pressure to provide free time
- ? No minimum standard for broadcast license renewal
- ? Rarely used during peak listening or viewing times

PSA Format

- | | |
|---|---|
| <ul style="list-style-type: none">? Public Service Announcement header top left corner? Organization or client address top right corner? Left column:<ul style="list-style-type: none">< Event name< Address< Start & kill dates< Contact information< Length in time and words< Enclosure | <ul style="list-style-type: none">? Right column:<ul style="list-style-type: none">< PSA copy< All caps< Spell out numbers for dates and times< End mark |
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PSA Guidelines

- ? 8 lines (standard paper) = 30 seconds
- ? **Public service**, not advertisement
- ? Broadcast media outlets have their own requirements
- ? Call local broadcast media to get requirements
- ? You have no control over airtime

WPVI-TV 6 ABC PSA Guidelines

- ? 501(C)3 non-profit
- ? No student recruitment
- ? No commercial organizations
- ? No lobbying or controversial points of view
- ? Of broad interest
- ? Aired at WPVI's discretion
- ? Length: 10, 15, 20, 30, 60 seconds
- ? Reel-to-reel, broadcast beta or written copy
- ? Submit three weeks in advance

Media Advisories

- ? AKA media alerts
- ? Tell media about upcoming events and story opportunities
- ? Brief listing of journalism's 5 w's and how

Media Advisory Content

- ? Short, bulleted list of items
- ? One page long
- ? One-line headline
- ? Brief paragraph outlining story idea
- ? List of five w's and how
- ? Indicate how media can get more info before event

Media Advisory Format

- ? Organization's letterhead
- ? Media Advisory header
- ? Contact
- ? Event
- ? Date
- ? Time
- ? Place
- ? Why (Background)
- ? Photograph and/or interview opportunities

Questions?
