

# Characteristics of an Effective Public Service Announcement

## Definition:

A Public Service Announcement, or PSA, is a 30 to 60 second video. Its goal is to persuade an audience to take a specific action or adopt a particular viewpoint on a cause or social issue

## Persuasive

- ❑ Argues one clear point of view
- ❑ Makes you want to do (or not do) something

## Entertaining

- ❑ Engages the audience with a variety of media, such as narration, text, interviews, photographs, dramatizations, or music
- ❑ Holds your interest

## Based on facts

- ❑ Uses and cites data from reliable sources
- ❑ Does not rely on rumors or unsupported opinions

## Has a clear and realistic message

- ❑ Something that you can immediately go out and do or take a stand on

## Uses concise language

- ❑ Gets to the point in 30 to 60 seconds