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