

HELP

How to Write a Radio PSA

HOW TO WRITE YOUR RADIO PSA

A PSA is a Public Service Announcement. Sometimes they are read by the DJ on air and other times they are pre-recorded to sound like commercials. When it comes to arts events on Staten Island, it seems they are read on air by the DJ. You are letting the radio station know that you will be putting on a FREE exhibit/event/performance. Typically non profits receive free PSAs when there is a gap to fill or as often as they can. Follow these steps to write your PSA:

1. **Use your press release.** Just use the same layout as your press release but get the body down to one paragraph.
2. **Make certain the paragraph still includes all the vital information:**
 - Who** is the artist?
 - What** is the exhibit/event/performance?
 - When** does it take place?
 - Where** will it take place?
 - Why** is it being put on?
 - How** can I find out more information?
3. **Try to fit a sentence or two on yourself and/or the group,** as well as the exhibit/event/performance.
4. **Have a "for additional information" sentence to close.**
5. **Center three number signs, # # #** at the bottom of the page to indicate the end of your press release.

HOW TO GET YOUR PSA ON THE AIR

When it comes to follow-up, you just can't skip it. After you send out your PSA, you can do an immediate follow-up call to see if it came through. If you don't have the time to call right away, call three to five days later. Don't let it get buried on a desk. See the sheet entitled *How to Follow-up* for more tips on how to conduct your phone calls.

Target your efforts at those radio stations whose audiences are most likely to be interested in your message or news story.

Try to customize your PSA to the type of station or listener. For example, reach out to some children's stations, like Radio Disney if your performance show is kid-friendly, and make that come across in your PSA.

Make sure the length of your PSA is around 30 seconds or less when read out loud.



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- SAMPLE RADIO PSA -

FOR IMMEDIATE RELEASE

Contact: Erika Hellstrom
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PSA for JUNEFEEST 2005
concerts ▪ art exhibits ▪ one month ▪ ALL FREE

Don't miss this summer's hottest concerts and art exhibits as Staten Island's Arts Council presents JUNEFEEST, a series of free concerts and free art exhibits during the month of June. Whatever your style, Junefest has it. Heat up with a salsa concert in the park, relax at a classical guitar concert or visit an amazing exhibition, there's so many to concerts and exhibits to choose from... best part – they're all free! To get your Junefest calendar or to find out more about these great summer events, call 718-447-3329 or visit us on the web at www.statenilandarts.org. That's 718-447-3329.

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Tips

Read your PSA out loud. Does it sound like something you would hear on the radio? Is the headline catchy enough to get the Promotions Director to pull your PSA out of a pile? Listen to the DJs in-between songs for these event endorsements and try to mirror them in your PSA.

Once your PSA is written, make sure you take the time to edit it carefully! You must be sure that all facts relating to your news or event are correct, that you've provided the correct contact information in your PSA, and that you've answered any questions listeners might have. Be sure to have at least one other person read through your PSA.

FOLLOW-UP! This cannot be skipped. Chances are you'll need to be persistent to get on air!