

# CREATING AND WRITING EFFECTIVE RADIO PSAs



- 1. Create Call to Action / Focus Your Message** Decide what it is you are using the air time to achieve. Pick one thing and use all your time to get that one message across. An event? Donations? Volunteering? Awareness?
- 2. Keep It Simple** Avoid a lot of statistics. Do not overwhelm listeners with a list of facts and figures. Also, provide one simple way to contact you.
- 3. Tell a Story** Rather than repeat your phone number and website five times, tell a good story. Story telling helps you connect to listeners on a human level.
- 4. Write for the Ear** Typically we write for the eye. When we write for the eye we include extra words and tend to use more formal language. When writing for the ear, you can be more casual. You want to talk to people, not at them.
- 5. Be Positive** Make listeners feel good about what you're doing and not guilty because they haven't helped out. Focus on who benefits, how they benefit and what it means to them.
- 6. Get Personal** Leverage the fact that most people are alone when listening to the radio. Write your copy as if you are talking to one person and not a whole city, or segment of people.
- 7. Use Testimonials** Nothing is more powerful than hearing from the people who directly benefit from your services. Use their voices.
- 8. Make 'em Laugh** If you can effectively and tastefully use humor to get your message across, you get bonus points.
- 9. Using Celebrities** If you have access to a known personality with a recognizable voice or name who also has a connection to your cause, your PSA will have a good chance of cutting through the clutter. Be aware, as you leverage these stars for access to their fans, you are also tied to them if they make headlines for the wrong reason
- 10. Be Professional** Competition for getting PSAs on the air is tough. Your PSA needs to be as polished as the commercials airing around it.

