

What makes **Radio** so special?

Radio creates visual images through audio communication.

PSAs (public service announcements) use sound to create an image that stimulates listener reaction.

Communication adage:

Supply **Information TO** create an **Attitude TO** motivate **Behavior**

Writing PSAs Specifically For Radio

- **Differences From Print Media:**
 - Time is a controlling factor
 - Uses fewer words to relay the message
 - **Know your target audience**
 - Whom do you want to reach?
 - Give benefits to the target audience.
 - Address their needs and concerns.
 - **Defining the message**
 - Identify the key information
 - Develop the message so it focuses on the key information.
 - Develop the message so it reinforces the key information.
 - **Structuring the PSA**
 - The Opening
 - Develop a strong, short opening sentence directed at the target audience.
 - Focus on the key information and the benefit to the listener.
 - Do not overload with a multitude of facts and figures.
 - The Body
 - Use correct number of words
 - 75 words = 30 seconds
 - 150 words = 60 seconds
 - Supply a limited number of facts and figures that support the message.
 - Address the needs and concerns of the target audience.
 - The Ending
 - Summarize the message
 - Repeat key information
 - Tell the listener where to get more information
 - **Live reads:**
 - "For more information call 1-800-555-1212. That's 800-555-1212."
- (Put phone number of the organization **in** the PSA header—which could run vertically on left side of copy sheet)
- **Pre-taped reads:**
 - "For more information call XYZ Organization at 800-555-1234" (always include phone number on **cart** label)

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