

Promoting Public Service Announcements (PSA): FCS Education (30 Second Audio)

PSAs can help partners enhance their outreach and education efforts and are great tools for spreading the word about Family and Consumer Sciences Education. The PSA includes a call to action to learn more about Family and Consumer Sciences Education programs and career opportunities.



According to the Federal Trade Commission, PSAs must be on donated or free airtime; they cannot run on any paid media or be used as paid commercials.

1

Contact your local radio station.

Ask your local radio station to play the radio PSA script on air and customize it with your organization's contact information. If you have an upcoming event, ask if they will play the script in the days leading up to and after the event. Some radio stations also create their own PSAs for a cause using their own on-air talent. Stations are more likely to use the PSA if they are already supporting the cause—and if they are not yet supporting your efforts, get them involved!

Find your local radio station - <https://radio-locator.com>

2

Share through your social networks.

Post the PSA on your organization or program website, blog, or podcast channel and promote it to your networks by sending out the link via email or Twitter. Encourage your followers and partners to post it on their own page or to tweet it. Please include the hashtags #SayYestoFCS and #FCSed.

3

Use audio PSA as your “on-hold” message.

Play a PSA recording on your office phone or while waiting to start a meeting, so individuals get this helpful information when they are on hold. Encourage area organizations and businesses, specifically those that interact with your target audiences, to do the same.

4

Enlist your community and business partners.

Ask schools, state and county extension agencies, and other organizations to play PSAs on their public address systems, in waiting rooms or during their community outreach events and activities. Ask them to include PSA on their soundtracks or elevator music.