



Tobacco-Free Public Service Announcement

A public service announcement (PSA) is a brief message that is shared free of charge to help raise awareness, incite change, promote a cause, or educate the public. PSAs can be found anywhere a traditional ad can be, including radio, TV, online, local news outlets, or school announcements.

Using the template below, draft a PSA to express your concerns and educate your community about any of TRU's advocacy issues.

- Step 1: Choose your topic.** Select a tobacco-related topic that you find most important or most timely. Determine the message you want to get across with the PSA. A few examples of topics include the youth vaping epidemic, health risks and/or harmful ingredients of tobacco products, and deceptive marketing by Big Tobacco.
- Step 2: Do your research.** It is important to have a solid understanding of the issue your PSA will address. Research the issue to be sure you are using the most current information or facts on the topic. Visit TRUinPA.org to learn more about each of TRU's tobacco-related topics.
- Step 3: Identify your audience.** Are you targeting youth, parents, teachers, or the general public? It is helpful to consider the needs and preferences of your target audience, as well as anything that may turn them off your message.
- Step 4: Grab your audience's attention.** Consider using visual effects, an emotional response, humor, or a surprise to catch their attention. How you grab attention will vary depending on whether your PSA will contain video or be audio only (i.e., radio PSA). Try to avoid using scare tactics because it can be seen as too dramatic.
- Step 5: Plan a call to action.** How can your target audience help your cause? What would you like people to do after seeing or hearing your PSA? Examples of a call to action include contact their state legislator, quit smoking or vaping, post to social media using your hashtag, or sign a petition.
- Step 6: Create and storyboard.** Draft exactly what you want to say during the PSA. Keep your script to a few simple statements that get your message across. A 10-60 second PSA is enough to highlight major and minor points you want to make. Use the template below to create a storyboard to help you organize your script.
- Step 7: Record and edit your PSA.**



Step 8: Reveal your PSA to a test audience. Find a sample of your target audience and get their reaction. How do they respond? Was it the way you expected? Are they inspired?

Step 9: Submit your PSA. You can showcase your PSA almost anywhere. Post it on social media such as Instagram, Facebook and YouTube. If you have televised school announcements, ask your Principal to show your PSA. Your local news and radio stations may also be interested in sharing your PSA. Email your TRU Coordinator at Lauren.Chappel@Lung.org to have your PSA highlighted on TRU's social media and in the TRU Newsletter (plus earn great TRU swag!).



Sample Storyboard:

1. Introduce your actors (you & your group members)

Visuals (optional):

Script: _____

Actors: _____

2. Introduce the topic of the PSA

Visuals (optional):

Script: _____

Actors: _____



3. Explain why this topic is important
(hint: share a few key facts)

Visuals (optional):

Script: _____

Actors: _____

4. Explain why this topic is important
(hint: share a few key facts)

Visuals (optional):

Script: _____

Actors: _____

5. Introduce your call to action

Visuals (optional):

Script: _____

Actors: _____

6. Restate your message

Visuals (optional):

Script: _____

Actors: _____
