

Most often, it's either 30 seconds or 60 seconds.

Remember, the station isn't **required** to broadcast your PSA. So you'll want it to match the station's preferred length.

Who Is The PSA For, Anyway? A good public service announcement is for the good of the community. For it to do good for the community, your PSA must:

You must be able to say, "You should play this PSA because it's very important to your audience and to your community."

Directions:

1. As a group (your case study groups) select any health management topic.
2. Create a 2 minute message.
3. Your presentation can be a video, role play, or radio-type message delivered in front of the class. This should be creative and fun, feel free to use your imagination.
4. Your presentation will cover background on the topic and why you think it is important. You will finish with your "ready for the media" message. Your groups presentation will be 15 minutes long. 5 minutes of background (can be a ppt) and 2 minute for delivery of the message (you have a one minute built in buffer for transitions) and 8 minutes of wrap up/q&a
5. You will submit your video or radio script, and a list of high- quality references (Minimum of 5), these donot have to all be peer-reviewed but should still be of high-quality.

Gather information on your topic to use in your PSA. You do not need much, but you should have a few facts or statistics. Places to get information--web sites (like "MADD.org"), your book, your notes from class, the library, etc. **THE PURPOSE OF A P.S.A. IS TO MAKE THE PUBLIC AWARE OF A PROBLEM, yours will address urgent topics in from a Health Aministration perspective.**

Be sure to time it out--you will have only a five second grace period.