

Media—PSAs

PSAs: Public Service Announcements

FCCLA has created a series of six written PSAs and two video PSAs. These PSAs have been distributed to help FCCLA gain name recognition across the country. They are great beginning-of-the-year promotional pieces or a good way to introduce FCCLA to the local media. Any time your chapter sponsors an event related to a PSA, FCCLA encourages you to submit the related PSA.

The following are available written PSAs:

- Community Service
- General FCCLA
- FACTS
- Families First
- STOP the Violence
- Student Body

The following are available video PSAs:

- General FCCLA
- STOP the Violence

Larger stations have public service or community affairs directors whose job is to act as a liaison with community groups and to coordinate the station's efforts to draw attention to important local issues. At small stations, the station manager or the news or advertising director usually handles this responsibility. The best approach to getting your PSA on air is to find out who schedules PSAs and to speak directly to that person.

Here are a few things you should mention:

- The name of your FCCLA chapter. Be sure to specify that you represent a nonprofit educational youth organization.
- The purpose of your campaign. You should be able to say in one sentence exactly what your campaign is about—your issue, your goal, and your message.
- The length and number of PSAs you have available. For radio stations, indicate that you have scripts, not prerecorded PSAs.
- Since the PSAs are from national FCCLA, make sure to note whether space is available for a “tag” that identifies local contacts on the issue.

Sample Public Service Announcement

Contact: [Your Contact Person]
[FCCLA Chapter]
[Contact Phone Number]
[Contact Email Address]

Subject: [Announcement/Event/Program]

Starting Date: [For an event/happening, date should be at least 7 days prior to actual date]

Ending Date: [Insert event date]

Length of Announcement: [Insert number of seconds]

THE [Chapter] FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA IS MAKING A DIFFERENCE
IN YOUR COMMUNITY.

IN [City], [Chapter] FCCLA IS [description of project/program in one concise sentence]. **JOIN FCCLA TODAY!**

FOR MORE INFORMATION, CONTACT [insert contact person and phone number] or visit our national website,
www.fcclainc.org, for specific details and exciting updates about our organization.