

How to Make The Most of Your PSA Day at FCTV

This Spring's PSA Day is March 5th, 2019. It is open to nonprofit organizations (501(c)(3)) and government departments or committees.

Here are some of the guidelines and some helpful suggestions on how to use your scheduled time the most effectively:

1. Limit your PSA to 1 minute in length. Some PSA's may be shorter, but should not be longer than 2 minutes.
2. Practice reading your script several times before coming in to FCTV.
3. Send in pictures and graphics at least **48 hours in advance**. These would include images of your logo, place of business or photos of your group in action.
4. Decide on a style or look, either video of your announcer(s) over images or a background (which can include the graphics mentioned above) or just a voice-over that will be heard over the graphics (as a montage, perhaps). You can visit our YouTube page for examples of previous PSA Day productions: <https://www.youtube.com/playlist?list=PL3kvbh7I9uU-ijAjjThz40Ri5VZp2Bvdj>
5. Send in your script at least **48 hours in advance** in order to have it on the teleprompter. This ensures that everything runs smoothly during your time slot.
6. Avoid mentioning Deals, Prices, or calls to action. Instead use passive voice. "Instead of saying Come on Down try If interested check us out"

If you're stuck on where to begin or have any other questions, give us a call at 508-457-0800 and we can help you to plan your PSA so that you can get the most out of your time slot and experience here at FCTV.