



Public Service Announcements (PSAs) to Communicate Unemployment and Workforce Services

Why a PSA?

PSAs can help States and Local Communities enhance their outreach and education efforts and are great tools for spreading the word about the availability of employer and job seeker services in times of crisis.

What is a PSA?

A good PSA includes a call to action on how to get access to eligible services. PSAs must be on donated or free airtime; they cannot run on any paid media or be used as paid commercials.

How Do I Create a PSA?

A 30-second PSA is enough time to communicate about a half-dozen concise informative points. Write a script that highlights the major points you need to communicate about your services, keeping it to a few simple statements.

Customize the PSAs with your local workforce system information. Be sure the information presented in the PSA is succinct, up-to-date, and accurate.

Ask your local radio station to read the English or Spanish PSA script live on air. Be sure the reading includes your organization's contact information. Some radio and television stations create PSAs for their own benefit using their own on-air talent. Stations are more likely to use your PSA if they are already supporting the cause—and if they are not yet supporting your efforts, get them involved!

An Example PSA Script

“WE CAN HELP” 30-SECOND LIVE READ

These are stressful times. It is normal to feel overwhelmed, anxious, or afraid.

But, your [insert State or Local] workforce system is here to help.

Learn about available unemployment benefits and employer and job seeker services that can support you during challenging periods.

We are strong. We are resilient...and, we will get through this...together.

Learn more at [insert toll-free phone number and website URL].

Furnished by the [insert organization name] and this station.



Where Do I Use a PSA?

There are many ways you can distribute a PSA to get the most out of your outreach efforts. Your distribution strategy and PSA content should align with the target audiences that you are trying to reach. A good mantra is “meet them where they work, play, and live.”

Online Social Networks

Go online and share information through your social networks. Post a television PSA on your organization’s website, blog, Facebook page or YouTube channel, and promote it to your networks (healthcare providers, chambers of commerce, local governments, grocery chains, local businesses, etc.) by sending out the link via email or Twitter. Encourage your partners and followers to post it on their pages, or to tweet it, along with their own encouraging messages about your state’s unemployment and workforce services.

Community Partners

Enlist your community partners. Ask health care providers, state and county social services agencies, and other organizations to play PSAs on their public address systems, in waiting rooms or during their community outreach events and activities.

School Districts

Reach parents through schools. Play the PSA on the district YouTube channel and on the district website. Handouts can be added as downloadable items to these sites, as well. It may also be possible to play a radio PSA as part of the school phone or SMS communication distribution process.

Area Businesses

Engage your Chamber of Commerce and local businesses. Ask drug stores, pharmacies, retail clinics or supermarkets to include PSAs on their in-store soundtrack, digital billboards/signage, or video monitors, websites, and in their “on-hold” telephone message. Smaller chains are more likely to have control over what they can play than national chains.

Workforce Offices and American Job Centers

Use a radio PSA as your “on-hold” telephone message. Playing a PSA recording on your office phone is an effectual way for callers to get useful information when they are on hold.

Cultural Communication Hubs

Know your community demographics! Create PSAs in other languages in your local area. One example is Spanish. Connect with the Hispanic Chamber of Commerce in your city. Spanish-language newspapers can help you to name active local groups that can play PSAs or even discover events where PSAs can be featured. Once you connect with an organization, ask members to share PSAs by posting them on their website and sending links via listservs or social media.