

Welcome to the Webinar Series on the Workforce Toolkit.

We will begin at 2:00 pm central

Public Service Announcements (PSAs)



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What is a PSA?

Do these look familiar?



PSA Example

[ANCOR PSA](#)

Creating a Great PSA for Recruitment and Marketing

What kind of PSA is for you?

PSAs for Recruitment

Focused on explaining what employment opportunities are available

- DSP, FLS, Volunteers

PSAs for marketing

Focused on getting your organization more recognized in your community.

- Mission, Vision, Values

Your Marketing Plan

- A PSA is part of a larger coordinated marketing effort.
- Decide on a platform: video, print, or voice clip PSA
- Length: 10 – 60 seconds.

Creating a Great PSA

Do your research

Choose your topic

Consider your audience

Grab your audience's attention

Create a script

Design a video, print, or voice clip PSA

Implement

Updates – what will need to be shifted and when

Sunsetting – is there a time frame that this PSA will be used for

Understanding your Audience

- Do your research
- Choose your topic
- Consider your audience

Create and Do the Work

- Grab your audience's attention – The Hook
- Create a script
- Include a - Call to Action

The Hard Part (sometimes)

- Implement - putting it into action
- Updates – what will need to be shifted and when
- Sunsetting – is there a time frame that this PSA will be used for

PSAs for Awareness or Specific
Issues

Grassroots Public Awareness and Advocacy Campaigns

BeFair2Directcare

[Facebook](https://www.facebook.com/search/top/?q=befair2directcare) - <https://www.facebook.com/search/top/?q=befair2directcare>

[YouTube](https://www.youtube.com/watch?v=9Q8BjFburXA) - <https://www.youtube.com/watch?v=9Q8BjFburXA>

MN Best Life Alliance

http://www.arrm.org/ARRM/Advocacy/Best_Life_Alliance.aspx

Ways to use your PSA

Audio and Video recording

- Run the video in your building lobby in conjunction with the Realistic Job Preview
- Send to local radio and TV stations

Social Media

- Share strategic vision for your organization
- Add your organization's "Tag" in the beginning or end of any social media posts
- Create a Facebook or twitter banner with the video

Everyday Communication

- Send out in email blasts
- Add to email signatures

Questions?

To receive the slides from today's webinar or to further discuss this strategy:

- Contact your UMN consultant
- Or email us at: dsp-tn@umn.edu

Next Workforce Toolkit Webinars

The Critical Role: Frontline Supervisors

- March 27th, 2-3 pm central time

Orientation and On-boarding

- April 8th, 2-3 central time

Professionalizing DSPs and their Career Path

- April 23, 2-3 central time