

PSA Guidelines

- Make sure your PSA is **30 seconds** in length.
- The **closing line** of your PSA **must include these exact words**:
"This message is brought to you by the NAB Education Foundation, the Broadcast Education Association, McCormick Foundation and this station."
- **Do not include any commercial elements**, such as T-shirt logos, brand names, etc.
- Make sure background music does not drown out speech.
- Check all statements for accuracy - for example, the First Amendment was *not* written in 1776.

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