

Public Service Announcements

Another way to publicize your public library's resources for job seekers is through public service announcements or PSAs. Different than press releases which are intended for reporters, PSAs are usually recorded and intended to be seen or heard directly by the people you are trying to serve. PSAs can be published on your social media channels, recorded and streamed by local public access channels, or even used on local radio stations.

If you want to record your PSA as a video or an audio recording, your cell phone has all the capability you need. Once you save the file on your phone, you should be able to attach it as an attachment on an email or you can upload it directly onto your social media page.

Below is a sample public service script that you can utilize for your own public service announcements in your area.

Public Service Announcement Template

Whether you're unemployed or just looking for a change, there's no doubt that looking for a new job can be frustrating and discouraging. But, you aren't alone in trying to figure it all out. Right here at [**Library name**], we're partnering with the Department of Workforce Development and the Department of Public Instruction to provide you with technology and resources that'll help you get hired in the job you need. Or get started now at JobCenterofWisconsin.com.

Don't have access to a computer? No problem! Free public computers and Wi-Fi are available every day at [**Library name**]. And, as part of our continued promise to protect personal privacy, job search support is provided discreetly, and personal information is not collected by the library.

To learn more about what's available and how we can help, [**insert contact information... website or phone number**].