



# Ideas for recruiters to use PSAs on college campuses or local community media

## Prepare

Familiarize yourself with the resources available by visiting the public service announcement section of the Peace Corps website at <http://www.peacecorps.gov/psa>. Have hard copies of the PSAs with you, should the opportunity arise in which you can promote our PSAs on campus. If you're not an RPCV, consider bringing one with you to tell their story and personalize the request.

## General PSA pitch

Peace Corps is a life defining leadership opportunity and a great way to launch a career. By serving others, Peace Corps Volunteers not only make a significant difference to others, but they also enhance their own future employment opportunities by developing skills and cultural awareness that can only come from international experience.

Share the word with your campus by displaying/playing/running/placing Peace Corps PSAs. These PSAs are beautifully produced and speak to the unique opportunity to work and live in an international environment.

## Radio PSAs

Free MP3s! Preview our radio PSAs recorded by Seth Green, Ashley Judd, Oscar® winner Forest Whitaker, Matthew McConaughey, Eduardo Verastegui, and other voiceover talent. Immediate downloads are available here in English and Spanish and in lengths from :60 to :10.

Ask for the PSAs to be played as often and whenever possible. Visit [www.peacecorps.gov/psa/radio](http://www.peacecorps.gov/psa/radio) for MP3 files immediately. Stations can also download the live-read scripts if they prefer to read it themselves on the air and customize with music and specific campus event information.

## Print PSAs

Twenty-three print PSAs are available for immediate download in three standard sizes: full page, half page horizontal, and third page vertical. Visit [www.peacecorps.gov/psa/print](http://www.peacecorps.gov/psa/print) to see all the PSAs and download high resolution print-ready PDFs.

If you are meeting with a publication contact, you can also hand them the print PSA package with files on CD. You can get these packages from your regional office or email [psa@peacecorps.gov](mailto:psa@peacecorps.gov).

We have PSAs available to fit a wide range of publications: magazines and newspapers (color and black and white), English and Spanish, as well as messages that appeal to the psychographic of different audiences.

These print PSAs are designed to both beautifully enhance a publication's space and promote the Peace Corps mission of world peace and service to others. A publication's placement will help recruit the next generation of Volunteers to assist people in communities around the globe.

## Television PSAs

This latest PSA features a string of short conversations that unfold throughout a Volunteer's daily interactions as he shares his experience with friends, family, and others. These vignettes represent what many returned Volunteers feel as they return from their service overseas and have life-defining

*For questions or assistance, e-mail [psa@peacecorps.gov](mailto:psa@peacecorps.gov)*

experiences, accomplishments, and stories to share. Available :60 and :30 lengths. Other Peace Corps PSAs are available for viewing on our [YouTube Channel](#)

## Web Banners

Download individual web banners or get them all in a zip file from

<http://www.peacecorps.gov/index.cfm?shell=resources.media.psa.webbanners>

Place banners on websites or blogs. Link web banners to various pages on our website, including:

Homepage: [www.peacecorps.gov](http://www.peacecorps.gov)

Benefits: [www.peacecorps.gov/benefits](http://www.peacecorps.gov/benefits)

Diversity: [www.peacecorps.gov/whovolunteers](http://www.peacecorps.gov/whovolunteers)

Local events: [www.peacecorps.gov/events](http://www.peacecorps.gov/events)

Flash minisite: [www.peacecorps.gov/minisite/flash](http://www.peacecorps.gov/minisite/flash)

## Creative Ways to use PSAs

- If you pitch a story in a campus publication, ask if they'll run a print PSA and provide them with the web link to download the artwork.
- When working with RPCVs, let them know they can download print PSAs and use them as posters to hang in their office, community bulletin boards, coffee shops, etc.
- Use the Tell-a-Friend email link to let your media contacts know about our suite of PSAs.
- Promote using web banners (instead of the official Peace Corps logo) on campus websites, blogs, etc.

## Promote Peace Corps Social Media sites

### Friend us, fan us, and follow us:

- Facebook: [facebook.com/peacecorps](https://www.facebook.com/peacecorps)
- Twitter: [twitter.com/peacecorps](https://twitter.com/peacecorps)
- YouTube: [youtube.com/peacecorps](https://www.youtube.com/peacecorps)
- Flickr: [flickr.com/peacecorps](https://www.flickr.com/peacecorps)

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