

A SURVEY ON THE EFFECTIVENESS OF
SELECTED PUBLIC SERVICE ANNOUNCEMENTS
ON TELEVISION

A Research Paper

Presented to

The Department of Languages, Mass Communication and Humanities

Central Philippine University

Iloilo City

In Partial Fulfillment of the Requirements in
MassCom 325 (Research Paper in Mass Communication)

by

Louine Hope U. Conserva

July 2010

A SURVEY ON THE EFFECTIVENESS OF SELECTED
PUBLIC SERVICE ANNOUNCEMENTS ON TELEVISION

Louine Hope U. Conserva

ABSTRACT

The study surveyed the effectiveness of selected Public Service Announcements. These PSAs were “ABS- CBN Bantay Kalikasan”, “Bantay Kalikasan La Mesa Watershed-Ligo”, “HERO: Public Service Announcement for Sagip Kapamilya”, “Kapit Bisig sa Ilog Pasig”, “Sagip Kapamilya for Bagyong Ondoy”, and “Save the La Mesa Dam Movement”. A survey and research questionnaire were the tools used to determine the contents of Public Service Announcements among Third Year and Fourth Year Mass Communication students of Central Philippine University during school year 2009- 2010. The study employed simple frequency and mean to analyze the effectiveness of PSAs in terms of delivery of the message, relevance of message and theme, significance of music and graphics, and timeslot. It was found out that Public Service Announcements were effective in terms of theme and delivery of message. However, they often use popular songs and endorsers and short spots are allotted in the broadcast of PSA. It is hoped that through this study, advertisers must create Public Service Announcements with greater social impact and run at preferable times.