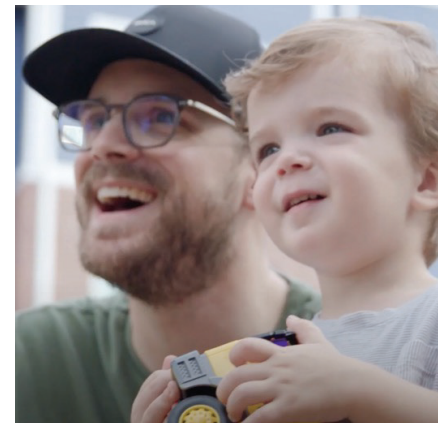
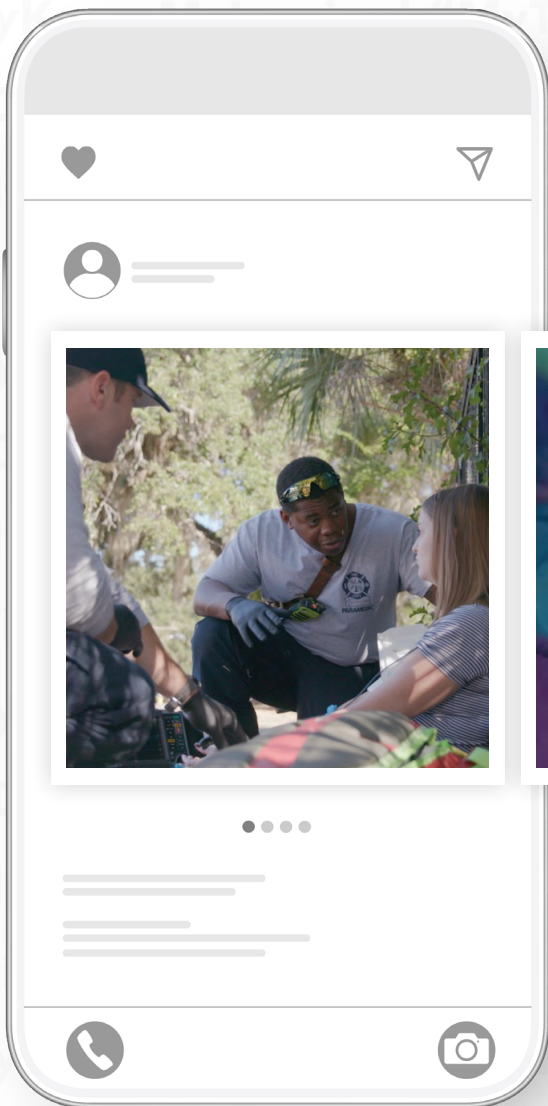


Quality of Life PSA CAMPAIGN



PSA Promotions **Toolkit**

The Florida League of Cities (FLC) is proud to bring you new public service announcements (PSAs) highlighting the wide variety of services, spaces and activities provided by municipalities of all sizes across the state. The PSA series “Your Quality of Life – Brought to You by Your City” showcases how municipal services and programs directly impact and improve residents’ daily quality of life.



HOW TO DOWNLOAD

On the website psa.flcities.com, you will find 15-second and 30-second PSAs and 60-second compilations for cities, towns and villages. The 15-second and 30-second versions are also available in Spanish and Creole. Click the download button on the website under the video to save the video file. This will allow you to embed the videos on your website and add it to your social platforms.

The videos are also located on FLC’s YouTube account (youtube.com/flcities). View or share a video from the League’s YouTube account by clicking the videos tab and selecting a video. You can also access the YouTube videos on psa.flcities.com by clicking the play button on each video. Once the video plays, click the three dots in the top right corner to copy the link and share.



GUIDELINES

Your municipality may add its logo before or after the PSA videos, but each PSA video itself must remain in its current form. (For example, do not embed your logo throughout the content; if it’s added, it must be added as an intro or an outro. Also, do not add, alter or delete any footage within the PSA.)

We strived to use footage that wasn’t specific to any one city, so any municipality could take advantage of these PSAs and use them as their own content to connect with and educate their residents.

It’s possible that some of the services we highlighted aren’t a perfect fit for your city/town/village, but we hope that at least one of these PSAs will be helpful.



WHERE TO SHARE

We hope you will share these videos far and wide to help residents and visitors appreciate the quality of life brought to them by Florida's cities, towns and villages. Below you will find ideas to share the videos in your community.

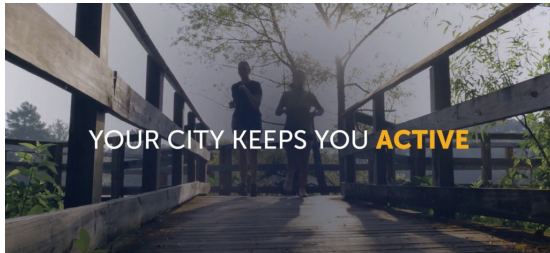
- ☐ Customize the press release template in this toolkit to share the PSAs with local media outlets in your area.
- ☐ Post on the city/town/village website and elected officials' websites, and add share buttons, if possible.
- ☐ Share on social media platforms, and encourage your followers to share as well. (Suggested hashtags are included in the sample social media posts in this toolkit.)
- ☐ Run as a commercial on city-owned or public-access TV stations.
- ☐ Play at city/town/village council meetings, regional league meetings, town hall meetings and other community meetings and events.
- ☐ Use as a civic education tool when visiting schools.
- ☐ Share with your Youth Council, and ask them to share on their social platforms.
- ☐ Play on a loop in the lobby of your city/town/village hall.
- ☐ Have a blog? Write a post about the PSAs, and share the video links.
- ☐ Host an informative webinar, and highlight specific city/town/village services.
- ☐ Include in municipal newsletters or other email communications.

Example Posts by **City/Town/Village** Social Media

Click to access the PSA library



[\[UPLOAD VIDEO\]](#)



The City/Town/Village of **[XX]** offers a wealth of opportunities to keep your family ACTIVE! Learn more: [\[link to municipality's activities\]](#) [#MyCityKeepsMeActive](#) / [#MyTownKeepsMeActive](#) / [#MyVillageKeepsMeActive](#)



[\[UPLOAD VIDEO\]](#)



The City/Town/Village of **[XX]** offers art classes, festivals, concerts and more to keep your family INSPIRED! Learn more: [\[link to municipality's activities\]](#) [#MyCityKeepsMeInspired](#) / [#MyTownKeepsMeInspired](#) / [#MyVillageKeepsMeInspired](#)



[\[UPLOAD VIDEO\]](#)



From buses to bike lanes, the City/Town/Village of **[XX]** helps you get around safely in the way that works for you. We keep you GOING! What's your favorite way to get around town? [#MyCityKeepsMeGoing](#) / [#MyTownKeepsMeGoing](#) / [#MyVillageKeepsMeGoing](#)



[\[UPLOAD VIDEO\]](#)



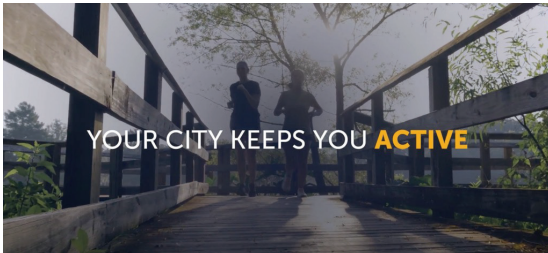
From the water you drink to the security of your home to emergency response, in times of need, **[city/town/village]** keeps your family SAFE. Learn more: [\[Link to resources\]](#) [#MyCityKeepsMeSafe](#) / [#MyTownKeepsMeSafe](#) / [#MyVillageKeepsMeSafe](#)



Example Posts by Residents



[UPLOAD VIDEO]



#MyCityKeepsMeActive! or
#MyTownKeepsMeActive! or **#MyVillageKeepsMeActive!** My favorite City/Town/Village-sponsored activity to do is **[choose one or more: run on nature trails, take yoga classes, bring my children to parks, etc.]**.



[UPLOAD VIDEO]



#MyCityKeepsMeInspired! or
#MyTownKeepsMeInspired or
#MyVillageKeepsMeInspired! My family's favorite City/Town/Village-sponsored activity is **[choose one or more: take art classes, attend concerts, attend festivals, etc.]**.



[UPLOAD VIDEO]



#MyCityKeepsMeGoing /
#MyTownKeepsMeGoing /
#MyVillageKeepsMeGoing! Here's the City/Town/Village-sponsored transportation I depend on to get around town. I'm so thankful for my **city's/town's/village's [bus system, bike paths, etc.]** that gets my family where we need to go.



[UPLOAD VIDEO]



#MyCityKeepsMeSafe /
#MyTownKeepsMeSafe /
#MyVillageKeepsMeSafe! A big THANK YOU to our **[police, firefighters, ambulance etc.]!** Here's my story about how **[city/town/village]** helped to keep my family safe.



FOR IMMEDIATE RELEASE

PSA Series and Survey Highlight How [X City's/Town's/Village's] Services Enhance Residents' Quality of Life

XXX, Fla. – [XXX city/town/village] provides a diverse array of services and experiences that contribute to residents' quality of life. In fact, in a recent survey, 90% of Florida residents who have used a city amenity say it enhanced their life. In celebration of the many services provided to improve residents' lives, the Florida League of Cities (FLC) is launching a new series of PSAs this week to showcase these services, many/all/some of which are provided by XXX city/town/village.

The PSA series, "*Your Quality of Life – Brought to You by Your City*," will air on TV and local access channels, on social media and at [City Hall/your city's/town's/village's appropriate seat of government]. The series will showcase the wide range of services, experiences and events provided by XXX city/town/village to help residents feel inspired and safe and keep them active and going.

"[Insert sentiment about how city services are interwoven into the community and provide so much, how city services are a part of the lives of residents of all ages and in many ways, etc.]," said XXXX, city/town/village official. "XXX city/town/village is proud to improve the quality of life of our XXX residents through these services and excited to share these videos to showcase all our city/town/village has to offer."

XXX city/town/village provides services to keep residents safe, including EMS, firefighting and police.

According to a survey of Florida voters conducted by Sachs Media for FLC in September, nine of 10 surveyed said they felt confident in their local government when it comes to emergency communications and preparedness. The PSA "Your City Keeps You Safe" showcases an assortment of emergency and safety services provided by municipalities, ranging from police, firefighting and ambulance to water testing and hurricane preparedness.

XXX city/town/village also has city/town/village-sponsored hiking, biking or jogging trails – just some of the modes of city/town/village-sponsored transportation featured in the PSA "Your City Keeps You Going."

In other findings from the survey, more than three of four Florida residents say they have used a recreational or cultural amenity or service provided by their **city/town/village** in the past year. The PSA "Your City Keeps You Inspired" depicts residents using municipal services such as public parks, concerts and art exhibits, libraries and sporting facilities – **some/all** of which exist in **XXX city/town/village**.

XXX city/town/village operates **XXX** parks, maintains **XXX** outdoor playing fields and **XXX** pools, has **XXX** areas with beach access, provides **XXX** golf courses and maintains **XXX** marinas. A sampling of those amenities is featured in the PSA "Your City Keeps You Active."

With all the services that keep **XXX city/town/village** residents active, inspired, going and safe, FLC and **XXX city/town/village** encourage residents to share how they have enjoyed these services or how they have impacted their lives by sharing the PSA videos, along with their story. Residents can get ideas for sharing with this toolkit: bit.ly/PSAtoolkit.

The survey of 350 Florida voters is representative by age, race, gender and political affiliation, with a margin of error of +/- 5.5% at the 95% confidence level.

All PSA video material is subject to copyright law; therefore, please do not make any changes, edits or alterations to its content.

About Florida League of Cities

The Florida League of Cities has been the united voice for Florida's municipalities for more than 100 years. The League represents more than 400 cities, towns and villages in the Sunshine State. Learn more: flcities.com. Watch the PSA series at psa.flcities.com.