



2026 Public Service Announcement Contest

PSA Topic: Real-Time vs. Screen-Time

In this PSA, we invite you to raise awareness about the importance of reducing screen time to support real-life connections with family and friends, while also exploring the benefits of being present and experiencing life without constant distractions of the screens.

Here is some information that could help you get started:

- Screen-time refers to time spent using devices like smartphones, tablets, computers, and TVs. Real-time refers to time spent engaging in activities that do not involve screens, such as spending time with family and friends, being outdoors, being active or relaxing, etc.
- Highlight the benefits of spending quality time with family and friends without screens. It helps make the connections deeper, have shared experiences, and create long-lasting memories. Spending time with loved ones can reduce stress and anxiety.
- There are also physical health benefits of reducing screen time. For example, reducing screen time, especially before bed, can improve sleep. Less time on screens can also mean more time for physical activities like walking, jogging, or playing sports.
- Real-time interactions with people help develop social skills and emotional intelligence. Face-to-face interactions allow us to pick up on non-verbal cues like body language, facial expressions, and tone of voice which are vital for effective communication. We can see and feel other people's emotions more directly, and that enhances our ability to connect and empathize with others.
- Sometimes people use screens to avoid being bored. But moments of boredom can be good because they can boost creative thinking and lead to unexpected insights and innovative solutions. Taking time away from screens could provide more time for exploring and engaging in activities such as volunteering or joining a club, or engaging in hobbies like art, music, gardening, cooking, or reading.

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Visit www.cmchcc.org/psa for more information and to submit your PSA.

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