



## How to Submit a PSA to Your Local TV & Radio Stations

Radio and television stations broadcast public service announcements (PSAs) throughout the week. Most PSAs focus on local community concerns, health issues and special events sponsored by non-profit organizations.

For your PSA to be considered, you need to put it in writing and submit it to the public affairs director of the stations you're interested in. Before doing so, contact them and ask the following questions:

- What length should the PSA be — 15 or 30 seconds?
- Should it be typed in single or double space?
- How should it be submitted — via e-mail, fax or regular mail?
- How much advance time does the station need to receive the PSA?
- Is there other information the public affairs director needs?

Some stations post details about PSA submissions on their Web sites. If you send your PSA via e-mail, be sure to include your name, title, affiliation, phone number and e-mail address. If you fax or mail the PSA, print it on your corporate or organization letterhead. To avoid any mispronunciations, phonetically spell out any unusual or difficult words or names that appear in your PSA. After sending it, wait a few days before following up to find out if the station will air it.

If they decide to do so, they may have one of their disk jockeys record your announcement and then air it at different times of the day. Or, they may ask their DJs to read them live on air. Most stations will not be able to provide you with an exact timetable as to when your PSA will be heard, but they'll let you know approximately how many times it will be broadcast over a given period of time.

Below you'll find samples of USBJD National Awareness Week PSAs:

### **30-Second PSA**

On Saturday morning, October 15, help celebrate the bone and joint decade national awareness week by participating in a family fun 5k run/walk. This event will take place in millennium park at 7:30 a.m. And all ages are invited. The race will raise money for Caldwell Hospital's new Musculoskeletal Education Program. Visit [caldwellhospital.org](http://caldwellhospital.org) or call 1.888.888.8888 for more information.

### **15-Second PSA**

On Saturday morning, October 15, celebrate the bone and joint decade national awareness week by participating in a family fun 5k run/walk at millennium park. The race will benefit Caldwell Hospital's Musculoskeletal Education Program. Visit [caldwellhospital.org](http://caldwellhospital.org) or call 1-888-888-8888.

