

## Sample Public Service Announcement

Radio and television stations often broadcast free community announcements as a public service to the areas they serve. You can submit written Public Service Announcement (PSA) scripts to the public service directors of your local radio and cable television stations. Public Service Announcements are often written to be ten or thirty seconds long when read aloud. When requested, some stations will mail back a postcard to let you know the date and time of the PSA broadcast.

Consider including a color image of your library or program when providing PSAs to cable stations. You can also pitch the idea of a free display to the local transportation authority to reach users of buses, subways and the airport.

### PUBLIC SERVICE ANNOUNCEMENT

*CONTACT: (insert your institution's contact name, telephone number, and email address)*

USE THROUGH (DATE)

:30 [Indicates that announcement runs for thirty seconds]

ONE OF THE MOST IMPORTANT ACTIVITIES TO SHARE WITH YOUR BABY IS READING. THAT'S WHY THE BROWN COUNTY PUBLIC LIBRARY IS OFFERING THE "BORN TO READ" PROGRAM FOR TEEN PARENTS. TUTORS PROVIDE COACHING, A VIDEO OFFERS TIPS, AND LIBRARIANS DISTRIBUTE BOOKS AND OTHER MATERIALS. THE PROGRAM IS MADE POSSIBLE THROUGH A GRANT FROM THE FEDERAL INSTITUTE OF MUSEUM AND LIBRARY SERVICES. FOR MORE INFORMATION OR TO BE A VOLUNTEER CALL, 505-555-1234.