

Sample Public Service Announcements (PSAs)

- All PSAs should be typed.
- Include only one typed PSA per sheet.
- Include running time of PSA, run dates, and the name and phone number of a contact person.
- Submit PSAs at least one month prior to the event.
- If a station runs your PSA, follow-up with a thank you letter.
- If you have prepared key messages for the year, combine them with the SAAM theme to create a powerful PSA.

10 Second PSA

- April is Sexual Assault Awareness Month. To find out how you can take a stand against sexual violence, contact (agency) at (phone number). It's up to each of us.

15 Second PSAs

1. April is Sexual Assault Awareness Month. To find out how you can take a stand against sexual violence in our community, contact (agency) at (phone number). Decide to end sexual violence. It's up to each of us.
2. April is Sexual Assault Awareness Month. Have you decided to end sexual violence? Wear a teal ribbon to show you care. To find out how you can take a stand against sexual violence in our community, contact (agency) at (phone number). It's up to each of us.
3. (Agency name) is leading the work to end sexual violence in our community. This April join them by taking a stand against sexual violence. To find out how, call (telephone number) today. It's up to each of us.
4. Last year, (agency) helped over (#) victims of sexual violence. No one deserves to be sexually violated. If someone you know is a victim of sexual violence - believe her or him and remember help is a phone call away. Call (crisis line number) 24 hours a day. It's up to each of us.

20 Second PSAs

1. It can be hard to stand up to your friends and tell them that a joke degrading women isn't funny. But it's a lot easier than watching someone you love heal from a sexual assault. Decide to stand up against a culture that supports violence. Decide to end sexual assault. For more information, call (agency) at (phone number). It's up to each of us.
2. Are your kids learning about sex and relationships from T.V., popular music, and magazines? Do they spend more time hearing about violence and abuse than communication and respect? Talk to your kids about sex and relationships. If you don't, who will? For more information, call (agency) at (phone number). It's up to each of us.