

Getting PSAs on the Air

You can bring your public service announcement to the attention of your local radio station through several methods:

Announcer Copy

You provide the station's public service director with written copy which is read "live" by the radio personality.

Prerecorded Copy

You provide the public service director with a cassette, real tape, or CD of your message.

Self-Recorded Copy

Many radio stations encourage non-profit organizations to record their public service message themselves at the radio station.

You should always provide a written copy of your PSA to the public service director of the radio station. She or he may wish to incorporate portions of your message into actual air-play.

Always make sure your PSA contains the following information: name of sponsoring organization, contact name and phone number, air-play dates, length of PSA and topic.

It is a good idea to also ask the radio station to "co-sponsor" your message by adding announcements. You should ask the following questions:

- Do you broadcast PSAs?
- What format do you require?
- Is there a limit to the number of PSAs my organization can submit?
- Which length do you prefer?
- Does the station provide production services?
- How much lead time do you need for the PSA?
- Would your station be interested in developing an ongoing public service campaign with my organization?