

Public Service Announcements

Broadcast media (radio and television) are required by the Federal Communications Commission to serve “the public interest.” Many stations donate portions of their commercial time to non-commercial causes and air community calendars with information about local events and activities. Public service announcements, or PSAs, are short video or audio messages that advertise a public service or event and are broadcast for free by radio or television stations.

To get a PSA broadcast on the air, contact your local radio or television stations about 2 months in advance to inquire about submission guidelines and the stations’ policies on airing PSAs. Find out who is in charge of selecting which PSAs will run. This person could be the public affairs director, traffic director, program director, promotions manager, or station manager. Be sure to include local cable (sometimes called “community access”) stations and college stations in your outreach.

Once you’ve made contact with the stations, inform them that you will be sending a PSA to air. Include basic information about your organization in the delivery, such as a cover letter and informational material. Follow up with a phone call to ask if the PSA was received and when it will be aired. Continue to reach out to the station—persistence is key.

Sample 15-Second PSA

Every year, millions of Americans are affected by crime. April 23–29 is National Crime Victims’ Rights Week, a week long initiative that calls upon communities to amplify the voices of survivors. Call [organization name] at [phone number] to learn how you can help make certain survivors voices are heard and acted upon.

Sample 30-Second PSA

Every year, millions of Americans are affected by crime. Many will need ongoing care, support, and resources. April 23–29 is National Crime Victims’ Rights Week, a time to amplify the voices of survivors and commit to creating an environment where survivors have the confidence that they will be heard, believed and supported. Call [organization name] at [phone number] to learn how you can help make certain survivors voices are heard and acted upon.

Sample 60-Second PSA

Every year, millions of Americans are affected by crime. Many will need ongoing care, support, and resources. April 23–29 is National Crime Victims’ Rights Week, a time to amplify the voices of survivors and commit to creating an environment where survivors have the confidence that they will be heard, believed and supported. Let’s stand with families, neighbors, friends, and colleagues whose lives have been forever altered by crime. We resolve to help them find their justice and forge new healing pathways. This National Crime Victims’ Rights Week, show survivors that they are not alone. Call [organization name] at [phone number] to learn how you can help make certain survivors voices are heard and acted upon.



Survivor Voices

Elevate. Engage. Effect Change.