

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 free by radio or television stations.

To get a PSA broadcast on the air, contact your local radio or television stations about two 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 contacted 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 (50 words)

Each year, millions of Americans are victims of crime. What would *you* do if someone came to you for help? April 21-27 is National Crime Victims’ Rights Week, a time to raise awareness of options, services, and hope for survivors. Call [organization name] at [phone number] to learn how to help.

Sample 30-second PSA (75 words)

Each year, millions of Americans are victims of crime. What would *you* do if someone came to you for help? April 21-27 is National Crime Victims’ Rights Week, a time to raise awareness of options, services, and hope for crime survivors. Join us in being there for survivors and letting them know that help is available. Call [organization name] at [phone number] or visit [organization website] to learn how *you* can be prepared to offer help.

Sample 60-second PSA (150 words)

Each year, millions of Americans are victims of crime. They could be your coworkers, teammates, neighbors, or family members. What would *you* do if they came to you for help? April 21-27 is National Crime Victims’ Rights Week, a time to raise awareness of options, services, and hope for crime survivors. Many victims need ongoing care, support, and resources. Above all, they need someone to listen. Taking the time to familiarize yourself, your place of work, or your social circle with ways to help survivors could make a difference when someone turns to you for help. This National Crime Victims’ Rights Week, join us in being there for survivors and letting them know that help is available. Call [organization name] at [phone number] or visit [organization website] to learn how *you* can be prepared to offer help.

*Alternate ending

You can also end each PSA with the following national helpline information:

Call 855-4-VICTIM or visit victimconnect.org to learn about victims’ rights and options, confidentially and compassionately.



**Options, services
and hope
for crime survivors.**