



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, as such, are broadcast for free by radio or television stations.

To get a PSA broadcast on air, contact your local radio or television stations about two months in advance to inquire about their policies on airing PSAs and their submission guidelines. 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”) 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.

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## Sample 15-Second PSA

Every year, millions of Americans are affected by crime. April 8-14 is National Crime Victims’ Rights Week, a time to celebrate progress, raise awareness of victims’ rights and services, and stand with those whose lives have been forever altered.\* Call [agency name] at [phone number] to learn how you or someone you know can get the help they need.

## Sample 30-Second PSA

Every year, millions of Americans are affected by crime. Many will need ongoing care and resources. April 8-14 is National Crime Victims’ Rights Week, a time to celebrate progress achieved, raise awareness of victims’ rights and services, and stand with our families, neighbors, friends, and colleagues whose lives have been forever altered by crime. Show victims they are not alone. Reach out, listen, and support them as they recover on their own terms.\* Call [agency name] at [phone number] to learn how you or someone you know can get the help they need.



## Sample **60-Second PSA**

Every year, millions of Americans are affected by crime. Many will need ongoing care and resources. April 8-14 is National Crime Victims' Rights Week, a time to celebrate progress achieved, raise awareness of victims' rights and services, and stand with our families, neighbors, friends, and colleagues whose lives have been forever altered by crime. We resolve to reach out, listen, and support them as they recover on their own terms. We commit to making our services more accessible and to building partnerships across the community so that we can truly *Expand the Circle to Reach All Victims*. This National Crime Victims' Rights Week, show victims they are not alone.\* Call [agency name] at [phone number] to learn how you or someone you know can get the help they need.

### \*Alternate Ending

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

Call 855-4-VICTIM or visit [VictimConnect.org](https://www.victimconnect.org) to learn about victims' rights and options, confidentially and compassionately.

