**Public Service Announcements**

You can use local radio stations or the robo call system in district schools to broadcast your message. Feel free to use these template scripts or tailor them to your community. Read our [tips for creating radio PSAs](https://awareness.attendanceworks.org/wp-content/uploads/radiopsas.pdf).

**PSA 30 seconds:**

Did you know that as many as one in three students in the country misses 10%, or about 18 days, of the school year? This September, join with us to celebrate the Attendance Awareness Campaign. We’re working together to make sure all kids show up and participate every day possible. Being in school supports students’ social, emotional and physical well-being, and provides students with opportunities to learn and reach for their dreams. Let’s show up together and get back into the habit of daily attendance!

**PSA 15 seconds:**

Did you know that children can fall behind academically if they miss 10% of school days? This September, join the Attendance Awareness Campaign and work with us to help all kids show up. Being in school supports students’ social, emotional and physical well-being, and provides students with opportunities to learn, achieve and to reach for their dreams.

**Health-related PSA: 30 seconds**

Showing up to school every day is important for student’s well-being, and provides them with opportunities to learn, achieve and to reach for their dreams. Make sure to send your children to school if they are generally healthy and well and are participating in usual day to day activities. If you don’t know whether to send your child to school, or have specific concerns regarding your child’s health, please make sure to contact your child’s healthcare provider, a local urgent care or the school nurse.

**Sports star PSA—15 seconds**

Hi, I’m NAME AND SPORTS TEAM. Staying on top of my game takes a lot of hard work. That means showing up and practicing every day, even when my friends are goofing off, even when it’s raining. If you’re a student, your job is to show up every day and participate in classes and activities. Let’s show up together!