

## 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 PSAs](#).

### PSA 30 seconds:

Did you know that at least one out of every 10 students in the United States misses 10 percent of the school year? That's the point when absences—excused or unexcused--start to add up to academic trouble. These attendance gaps lead to achievement gaps. Starting in kindergarten, chronic absence leads to 3rd graders unable to read well. By 6<sup>th</sup> grade, it's a warning sign that students will fail classes or even drop out of high school. September is Attendance Awareness Month, so let's all work together to make sure all kids attend today so they can achieve tomorrow.

### PSA 15 seconds:

Did you know that children can suffer academically if they miss 10 percent of school days? That's just a couple days each month. Absences add up, whether they're excused or excused. September is Attendance Awareness Month, so let's work together to help all kids attend today so they can achieve tomorrow.

### Health-related PSA: 30 seconds

Did you know asthma is responsible for 14 million school absences nationwide every year? And dental problems contribute nearly a million more? These absences might be excused, but they can add up to academic trouble starting as early as preschool. By high school, they predict who will dropout. Improving school attendance isn't just about reducing truancy. We need to figure out why children miss too much school and address those problems. Let's help all children attend today so they can achieve tomorrow.

### 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 everyday and work as hard as you can. Attend today, achieve tomorrow.