Attendance Works
Advancing Student Success By Reducing Chronic Absence

Radio public service announcements are offered as a community service by stations and are reserved for nonprofit organizations publicizing initiatives, events or services and requesting volunteers. PSAs can play an important role in an overall communications strategy and can be done quickly with a short script and few minutes of recording time.

- **Craft scripts for 15- and 30-second PSAs**: Radio stations like to use both lengths, and providing two versions will increase the likelihood that your PSA will air. When drafting a script keep your language simple and consider your audience. PSAs can be targeted to specific markets or states.
- **Find a spokesperson:** It's tempting to find a celebrity, but for local PSAs, a mayor, politician or local sports star will do the trick. Use different voices for different PSAs. Or you can ask the radio station if it would like to use their on-air personalities.
- **Record your PSA:** Recording can be done in person with a digital recorder or over the phone with a recording line. The overall recording process should take no more than 10 minutes but be sure to get several takes. Once you have the audio you will need a computer program to clean it up, removing any "ums," stumbles or deep breaths. If you need help, try a local ad agency or radio station.
- **Submit to local stations:** Most stations accept PSAs only via email as an attached MP3 audio file. A simple website search or phone call can help locate the appropriate email address. PSAs are often submitted to a group of stations, for example, Clear Channel DC takes submissions for all 11 stations it manages. When submitting a PSA, always include the script, since some stations may choose to record the PSA with their own on-air personalities. Your script should include an email address, phone number or website. Most stations need about three weeks lead time before running a PSA. Be sure to include your preferred air dates, but recognize that most stations can't provide you with an exact time when your PSA will be aired.