

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:

1. Contact your local radio or television stations about two months in advance to inquire about submission guide lines and the stations’ policies on airing PSAs.
2. 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.
3. Include local cable (sometimes called “community access”) stations and college stations in your outreach.
4. Once you’ve contacted the stations, inform them that you will be sending a PSA to air.
5. Include basic information about your organization in the delivery, such as a cover letter and informational material.
6. Follow up with a phone call to ask if the PSA was received and when it will be aired.
7. Continue to reach out to the station—persistence is key.

15-Second PSA (50 words)

April 6-12 is National Crime Victims’ Rights Week. This year, we reflect on KINSHIP—a state of being with survivors that drives vital connections to services, rights, and healing. Visit [organization website] to learn more about our victim services.

30-Second PSA (75 words)

This April 6-12, National Crime Victims’ Rights Week focuses on KINSHIP—that shared humanity should be at the center of supporting all survivors and victims of crime. KINSHIP is a state of being with survivors that drives vital connections to services, rights, and healing. To find out how you can stand in KINSHIP with crime victims and survivors, visit [organization website] or call [organization phone number].

60-Second PSA (150 words)

National Crime Victims’ Rights Week, April 6-12, reminds us of the importance of KINSHIP—a state of being with survivors that drives vital connections to services, rights, and healing. Survivors often begin their healing journeys by turning to someone they trust: a friend, a coworker, or another survivor. By showing up with empathy and intention, we help survivors see that they are not alone. Together, we can stand in KINSHIP with crime victims and survivors to ensure no one walks their healing path alone. Visit [organization website] or call [organization phone number] to learn more about the resources available and how you can help.

Alternate ending: Call 855-4-VICTIM or visit victimconnect.org to learn more confidentially and compassionately.

*Alternate ending

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

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

