

PSA Samples

Radio---

Radio Public Service announcement: (title of service)

Date:

Contact: (name and phone number)

(Library name) announces their newest service- (name of service)

For Immediate Release

Kill Date:

Write a 30 second message and a 10 second message. (Library's name) announces (name of service) to begin on (time/day/date) at (location). Sponsored by (library and partner name). (Write a brief description of the service- who, benefits). The service is free to the public. For more information, please call (phone number).

Media---

For Immediate Release

Contact: (name)

Kill Date:

(library)

(phone number)

(email)

MEDIA ADVISORY

(Library name) announces (name of service)

What:

Who:

When: (date and location)

Why: (brief description)

How: (partnership, grant acknowledgement)

Note: Anything you send out MUST be reviewed by a different set of eyes. Once the information is sent and announced, there is no going back. And to correct the information is extremely difficult. Verify and double check. Be professional. When time and space allows, thank your sponsors.