



How to Distribute Radio Public Service Announcements

A Public Service Announcement (PSA) is an opportunity to receive free publicity through broadcast media. Radio disc jockeys allow for very little donated air time, so having a succinct and informative message for them to read on the air is crucial.

Your local poison control center may already have contacted radio stations in your area, so be sure to contact them first at 1-800-222-1222 to see how you can support existing outreach efforts. Once you've determined the best way to proceed, contact your local radio stations to determine the deadline for receiving PSAs, letting them know you would like them to run during National Poison Prevention Week in the third full week of March. Ask who should receive the copy and in what format (e.g., fax, e-mail, or mail). Then customize the live-read radio PSA scripts below to promote National Poison Prevention Week in your local area.

Three scripts are provided below: a 15-second, 30-second, and 60-second version. Offer all three lengths to stations so they can decide when they have space to read them on the air. Remember to double-check the number of seconds for each PSA after you have customized it by reading it aloud before sending it to radio stations.

In addition, please visit www.PoisonHelp.hrsa.gov, also available in Spanish, to find existing prerecorded radio jingles (under the "Resources" section) that you can encourage your local radio stations to play. They can do so in addition to reading the live-read scripts below on the air.

CONTACT:

Name — Must be a person who is available to answer questions from the media

Phone Number — Include cell phone if person is not always available at the office

E-mail Address

National Poison Prevention Week: 15-Second Radio Public Service Announcement Script

Stations, the following is a public service announcement:

Did you know that just about anything can be poisonous if used the wrong way? Learn more during National Poison Prevention Week the third full week of March by calling your local poison control center through the toll-free Poison Help line at 1-800-222-1222.

National Poison Prevention Week: 30-Second Radio Public Service Announcement Script

Stations, the following is a public service announcement:

To observe National Poison Prevention Week, [NAME OF ORGANIZATION] will provide [OR HOST] [FILL IN THE SPECIFIC ACTIVITY, E.G., WILL PROVIDE FREE FIRST-AID TRAINING TO CHILDREN OVER 8 YEARS OLD AND ALL ADULTS] on [DATE], from [TIME FRAME] at [NAME OF LOCATION AND ADDRESS].

For more information, contact [LIST NAME AND ASSOCIATION OF CONTACT PERSON] at [CONTACT PERSON'S PHONE NUMBER] or call your local poison control center through the toll-free Poison Help line at 1-800-222-1222.

National Poison Prevention Week: 60-Second Radio Public Service Announcement Script

Stations, the following is a public service announcement:

To observe National Poison Prevention Week, [NAME OF ORGANIZATION] will provide [OR HOST] [FILL IN THE SPECIFIC ACTIVITY, E.G., WILL PROVIDE FREE FIRST-AID TRAINING TO CHILDREN OVER 8 YEARS OLD AND ALL ADULTS] on [DATE], from [TIME FRAME] at [NAME OF LOCATION AND ADDRESS]. The purpose of this event is to teach members of our community, such as [FILL IN THE SPECIFIC AUDIENCE, E.G., CHILDREN OR SENIOR CITIZENS], about poisonings and promote community involvement in poisoning prevention. National Poison Prevention Week is held the third full week of March and aims to educate communities on the dangers of poisonings.

For more information, please contact [LIST NAME AND ASSOCIATION OF CONTACT PERSON] at [CONTACT PERSON'S PHONE NUMBER] or visit [WEBSITE OF LOCAL POISON CONTROL CENTER].

Anything can be poisonous if used the wrong way—even everyday household items. If you suspect a poisoning of a loved one, or if you have questions regarding poisons, call your local poison control center through the toll-free Poison Help line at 1-800-222-1222.

National Poison Prevention Week was established by the U.S. Congress in 1961 to focus national attention on the dangers of poisonings and how to prevent them. To learn more about how to help prevent poisonings, visit www.PoisonHelp.hrsa.gov.