

How to Create a Radio Public Service Announcement

Radio public service announcements (PSAs) are an excellent and easy way to promote your organization and National Latino AIDS Awareness Day. A radio PSA should sound like a cross between a news story and commercial message. The PSA should be brief, interesting and conversational.

For best results **send your radio PSA script** with a short cover letter to your local radio stations at least **one week prior to the start date**. The cover letter should make the case for the timeliness or worth of the message – highlight local HIV/AIDS statistics (ex. In 2005, the number of reported HIV cases in New York State was 5,509.) You should choose stations whose demographics best matches your target audience.

The following is a sample radio PSA script which should be released on your organization's letterhead.



Contact: XXX.XXX
Telephone: (XXX)XXX-XXX

Start: mm/dd/yyyy
Stop: mm/dd/yyyy

SUBJECT: National Latino AIDS Awareness Day

20 seconds:

Do you know you have the power to protect yourself from getting infected with HIV? Prevention starts with you. Get the facts, protect yourself and get tested for HIV. October 15 is National Latino AIDS Awareness Day. Contact (**your organization name and telephone number or hotline number and website**) for HIV awareness activities taking place in your community. **United we can: HIV/AIDS Stops Here. Prevention Starts with us.**

30 seconds:

Do you know you have the power to protect yourself from getting infected with HIV? More than 200,000 Latinos in the U.S. are living with HIV and many of us don't even know it. Prevention starts with us. United we can stop HIV/AIDS. **October 15, 2008** celebrates the end of Hispanic Heritage Month and marks the observance of the sixth annual National Latino AIDS Awareness Day. It is a day of hope for the future of a world without AIDS. Contact (**organization**) at (**telephone number**) for a list of HIV Awareness activities taking place in your communities. **United we can: HIV/AIDS Stops Here. Prevention Starts with us.**