

# 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.

PLANNING TIPS

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

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

**SUBJECT: National Latino AIDS Awareness Day**

20 seconds:

HIV infection has been a fact of life in most Hispanic/Latino communities throughout the United States for 25 years. **October 15, 2007** marks the fifth year of National Latino AIDS Awareness Day. It is a day of hope for the future of a world without AIDS. Contact **(your organization or local/state hotline telephone number)** for AIDS prevention activities taking place in your communities. **“Wake Up! Take Control! Take the HIV Test!”**

30 seconds:

HIV infection has been a fact of life in most Hispanic/Latino communities throughout the United States for 25 years. **October 15, 2007** celebrates the end of Hispanic Heritage Month in the United States and marks the observance of the fifth 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 activities promoting AIDS prevention in your communities. **“Wake Up! Take Control! Take the HIV Test!”**