



National Council of Jewish Women

PUBLIC SERVICE ANNOUNCEMENT TEMPLATE

Use the following format to create 10- and 30-second public service announcement scripts for local radio stations. The scripts should be double-spaced and in all caps. Write a PSA exactly as you want it to be read – do not use dashes or abbreviations. Read your announcement aloud and use a stopwatch to time it to ensure correct length. Call your local radio stations to inquire about to whom you should direct your PSAs.

TEN-SECOND EXAMPLE

PUBLIC SERVICE ANNOUNCEMENT

LENGTH: 0:10

SUBJECT: Plan A: NCJW's Campaign for Contraceptive Access Fundraiser

DATE FOR USE: November 2007

VOICE: CELEBRATE WOMEN'S RIGHT TO CHOOSE AT A MEET AND GREET SPONSORED BY THE NATIONAL COUNCIL OF JEWISH WOMEN NEW YORK SECTION AT 820 SECOND AVENUE ON DECEMBER FIRST FROM SEVEN TO TEN PM.

THIRTY-SECOND EXAMPLE

PUBLIC SERVICE ANNOUNCEMENT

LENGTH: 0:30

SUBJECT: Plan A: NCJW's Campaign for Contraceptive Access Fundraiser

DATE FOR USE: November 2007

VOICE: THE NATIONAL COUNCIL OF JEWISH WOMEN NEW YORK SECTION IS CELEBRATING WOMEN'S RIGHT TO CHOOSE BY ENSURING THAT WOMEN CONTINUE TO HAVE A STRONG POLITICAL VOICE. THE NEW YORK SECTION IS SPONSORING A GET OUT THE VOTE MEET AND GREET THAT WILL FEATURE SPEAKERS, FOOD, VOTER REGISTRATION, AND MORE ON DECEMBER FIRST FROM SEVEN TO TEN PM AT THEIR OFFICE 820 SECOND AVENUE IN MANHATTAN. TO PARTAKE IN THIS EVENT OR FOR MORE INFORMATION, VISIT WWW.NCJWNY.ORG

The National Council of Jewish Women New York Section is a volunteer organization that has been at the forefront of social change for over a century. Inspired by Jewish values, NCJW New York Section courageously takes a progressive stance on issues such as child welfare, women's rights and reproductive freedom.

Through community service, education, and advocacy, NCJW New York Section improves the quality of life for families, women, children, and the elderly. For more information visit www.ncjwny.org.