# SAMPLE RADIO PUBLIC SERVICE ANNOUNCEMENT

Note: Unlike a press release, a public service announcement (PSA) is usually transmitted electronically, via radio or television, in a short spot of ten to sixty seconds. A requirement of the Federal Communications Commission (FCC) is that stations donate a certain amount of airtime to serve the public and the community. Most public radio and TV stations have a community calendar for which they will announce events to the public. Health or safety tips are included within this public service requisite. Send your PSA about three weeks prior to when you want the announcement to be aired. (Excerpted from [www.press-release-](http://www.press-release-writing.com/how-to-write-public-service-announcements)  [writing.com/how-to-write-public-service-announcements](http://www.press-release-writing.com/how-to-write-public-service-announcements))

## [USE SCHOOL DISTRICT LETTERHEAD]

**[INSERT Date]**

**[INSERT** School District Name**] [INSERT** Contact Person**] [INSERT** Phone Number**] [INSERT** E-mail Address**]**

**[INSERT ANNOUNCEMENT TITLE]**

## **[INSERT REQUESTED BROADCAST DATES]**

**[INSERT School District]** offers screening to locate, identify, and evaluate all children who may have a disability as part of its child find efforts. If you know a child who has a disability or that you suspect may have difficulty with learning, communication, vision, hearing, behavior, or motor control and coordination, please contact the special education department at your local public school district or the charter school the student attends.

**[INSERT School District]** screens children from preschool through high school. We refer infants and toddlers with disabilities to the Arizona Early Intervention Program for services. All child find referrals are considered confidential and services are provided at no cost to the family.

**[INSERT:** Details about upcoming child find screening event(s), if applicable**]**

For more information concerning child find screening, contact the principal or counselor of your local school or call **[INSERT Contact Name]** at **[INSERT Contact Phone Number]**. ‘- end-’

NOTE: The ADE does not require the use of this form. It is a sample of a best practice document to be used at the discretion of the PEA.