

Sample PSAs

PUBLIC SERVICE ANNOUNCEMENT (PSA)

Radio and television stations are required to broadcast a certain number of PSAs throughout the year to promote non-profit organizations or cause-related activities. National Athletic Training Month offers an excellent PSA opportunity. Below are two samples you can present to your local stations.

RADIO OR TV PSA (30-SECOND)

CELEBRATE NATIONAL ATHLETIC TRAINING MONTH THIS MARCH BY FOLLOWING THESE IMPORTANT SPORTS INJURY-PREVENTION TIPS:

- BEFORE PARTICIPATING, SEE YOUR PHYSICIAN FOR A PHYSICAL EXAM.
- ALWAYS MAKE SURE THERE IS AN EMERGENCY PLAN IN PLACE.
- DURING EXERCISE, DRINK TO THIRST OR DRINK BASED ON INDIVIDUAL NEEDS DEPENDING ON SWEAT RATE.
- AVOID TOBACCO, ALCOHOL AND OTHER HARMFUL DRUGS.
AND, FINALLY...
- HAVE ACCESS TO AN ATHLETIC TRAINER.

THIS MESSAGE WAS BROUGHT TO YOU BY THE NATIONAL ATHLETIC TRAINERS' ASSOCIATION – NATA.ORG.

RADIO OR TV PSA (15-SECOND)

SIDELINED WITH AN INJURY? MAKE SURE YOU CONSULT A CERTIFIED ATHLETIC TRAINER, WHO SPECIALIZES IN THE PREVENTION, ASSESSMENT, TREATMENT AND REHABILITATION OF INJURIES AND ILLNESSES. AVOID INJURY AND STAY ACTIVE WITH AN ATHLETIC TRAINER. A REMINDER FROM THE NATIONAL ATHLETIC TRAINERS' ASSOCIATION – NATA.ORG – DURING NATIONAL ATHLETIC TRAINING MONTH.

HOW TO SUBMIT A PSA TO YOUR LOCAL TV & RADIO STATIONS

Contact your local television and radio stations and ask for the public affairs director. This is the person responsible for scheduling PSAs. Find out what PSA length the station prefers (15 or 30 seconds); format (single or double-spaced); how it should be submitted (via e-mail or regular mail); how much advance notice the station needs; and any other information required. Some TV and radio stations also offer PSA submission details on their websites.

On your PSA sheet, include your name, title, phone number and e-mail address. If mailing, include the information on your letterhead stationery. Send the PSA along with a cover note asking the public affairs director to consider running your PSA. Follow up a week later with him/her to find out if the station will be airing your PSA and, if so, when.

PUBLIC ANNOUNCEMENT FOR A SPORTING EVENT OR OTHER COMMUNITY FORUM
(adapt as appropriate)

Below is an example of a public announcement that can be given in recognition of National Athletic Month at a sporting event or other public speaking opportunity in your community.

(EVERYONE/LADIES AND GENTLEMEN) PLEASE TURN YOUR ATTENTION TO **(CENTER COURT/THE 50-YARD LINE/THE HEAD TABLE)**. IN HONOR OF THE 16TH ANNUAL NATIONAL ATHLETIC TRAINING MONTH, **(INSERT YOUR SCHOOL/ORGANIZATION HERE)** WOULD LIKE TO RECOGNIZE SPECIAL VIP MEMBERS OF ITS **(ATHLETIC/CORPORATE/COMMUNITY/MEDICAL)** FAMILY – ATHLETIC TRAINERS.”

DURING MARCH, ATHLETIC TRAINERS ACROSS AMERICA ARE BEING RECOGNIZED FOR THEIR COMMITMENT TO HELPING PEOPLE PREVENT INJURIES AND STAY HEALTHY AND ACTIVE. ATHLETIC TRAINERS ARE HEALTH CARE PROFESSIONALS. HIGHLY EDUCATED AND DEDICATED TO THE JOB AT HAND, ATHLETIC TRAINERS CAN BE FOUND IN HIGH SCHOOLS AND COLLEGES, CORPORATIONS, PROFESSIONAL SPORTS, THE MILITARY, PERFORMING ARTS AND CLINICS, HOSPITALS AND PHYSICIAN OFFICES.

(INSERT SCHOOL/ORGANIZATION) WOULD LIKE TO SALUTE THE FOLLOWING ATHLETIC TRAINERS FOR PROVIDING QUALITY HEALTH CARE FOR OUR (ATHLETES/EMPLOYEES) EVERY DAY.

(AT THIS TIME, ANNOUNCE NAMES OF INDIVIDUALS TO BE RECOGNIZED)

WE APPRECIATE EACH AND EVERY ONE OF YOU. JOIN ME IN APPLAUDING THESE HEROES AND IN CELEBRATING NATIONAL ATHLETIC TRAINING MONTH!