

## **SAMPLE NATIONAL ATHLETIC TRAINING MONTH PUBLIC SERVICE ANNOUNCEMENT (PSA)**

### **PUBLIC SERVICE ANNOUNCEMENT (PSA)**

Radio and television stations are required to broadcast a certain number of PSAs throughout the year to promote nonprofit 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.

### **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 is 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 email 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 email 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 the public affairs director to find out if the station will be airing your PSA and, if so, when.

## **SAMPLE RADIO or TV PSA (30-SECOND)**

CELEBRATE NATIONAL ATHLETIC TRAINING MONTH THIS MARCH BY FOLLOWING THESE IMPORTANT TIPS:

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

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

### **RADIO OR TV PSA (15-SECOND)**

BEFORE YOU GET SIDELINED WITH AN INJURY, MAKE SURE YOU CONSULT AN ATHLETIC TRAINER, WHO SPECIALIZES IN THE PREVENTION, ASSESSMENT, TREATMENT AND REHABILITATION OF INJURIES AND ILLNESSES. ATHLETIC TRAINERS ARE ESSENTIAL TO HEALTH CARE. A REMINDER FROM THE NATIONAL ATHLETIC TRAINERS' ASSOCIATION – NATA.ORG – DURING NATIONAL ATHLETIC TRAINING MONTH.