



## RADIO ANNOUNCEMENT TEMPLATE

A PSA is a Public Service Announcement that a radio station may run for free! They're usually 30-second spots read by the station's announcer. Check with your local station for guidelines and procedures. Here's a sample PSA you can adapt.

Sample 30-second PSA: Want to help a local business go green? <Insert Business Name> has pledged to <Insert Commitment> with sales revenue raised on <Insert date and time of event>. This event is the initiative of a group called Carrotmob.org that helps businesses make eco-improvements by "mobbing" them with customers. This event is co-sponsored by <Insert Sponsors, if applicable>. So come on down to <Insert Location> and help <Insert Business Name> become more environmentally friendly.

If your radio station perceives this as an ad that should be paid for, perhaps your winning business will be willing to pay for it.