



Public Service Announcement (PSA)

Pitch to Radio Station

Contact your local radio station and ask to speak to the PSA or community affairs director. Give that person your elevator speech, stressing the prevalence of chronic disease in your community and the positive benefits of the Living Well with Chronic Conditions workshop, and ask him or her to consider reading your PSA on the air regularly.

Invite them to say “brought to you by [station]” if they agree to use the PSA. Send a “thank you” letter to the station, which will not only remind the PSA director of your ask, but also help strengthen your relationship and may lead that person to support you again in the future.

Script

:30 seconds

Do you have a chronic health condition like diabetes, arthritis, high blood pressure, heart disease or depression? Put life back in your life! Consider a Living Well with Chronic Conditions Workshop, now available in [county/city]. Workshops provide tips on reducing pain and fatigue, eating better, making exercise fun, talking with your doctor and more. For details visit [website] or call [phone number]. That’s [repeat phone number]. Living Well with Chronic Conditions—your pathway to less pain, more energy and living the life you want. A message from [your organization] and [radio station, if they become a sponsor].