

volunteers.
from
compassion
to
action.



Promotion and media

PUBLIC SERVICE ANNOUNCEMENT (PSA) TEMPLATE

Create a PSA to promote your National Volunteer Week activities to local radio and television stations. In general, PSAs should be printed out on 8.5 x 11 paper, double-spaced and with ample margins on either side of the page.

PSAs should be submitted in 10, 20 and 30-second lengths.

Keep the following word counts in mind:

10 seconds = 25 words

20 seconds = 40 words

30 seconds = 60 words

SAMPLE PSA

Title: Volunteers. From compassion to action.

Name of organization:

Address:

Phone number including area code:

Fax number:

Contact name:

BROADCAST DATES: April 19 – 25, 2009

From April nineteenth to April twenty-fifth, Canadian volunteers step into the spotlight as communities across the country celebrate National Volunteer Week. A heartfelt thank you goes out to the volunteers of (name of community) for the work they do – helping out, giving back and having fun. Join (organization) in celebrating the efforts of volunteers during National Volunteer Week.

(insert local event details.)

For more information, call (your number) or visit (your website.)

XX words — XX seconds