

Teaming up to keep kids...



## Prevent Child Abuse America

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### Radio Public Service Announcements

Radio can be an effective medium to increase public awareness about the prevention of child abuse and neglect. Historically, radio stations have devoted far more time to public service announcements (PSAs) than television stations. And some advertising experts will tell you that the immediacy of radio makes the message more potent to the listener.

In addition to playing pre-recorded public service announcements, many radio stations accept scripts to be delivered live over the air. The following scripts are offered for your use: two 30-second and two 15-second "spots." If the following suggested messages do not meet your needs, feel free to adapt them accordingly. Be mindful of timing, since most radio PSAs are 30 seconds in length or less.

Please note that the scripts below provide a toll-free information line as a resource for listeners: 1-800-CHILDREN. This telephone line is an information resource only, and is not a hotline. You may use this number as an information resource, or you may change the number to reflect a local information line or hotline service in your community.

Public service announcements should be sent to the appropriate individual at each radio station. Most often, this individual is known as the Public Affairs Director. Be sure to attach a cover letter introducing the scripts, explaining their importance to the local community, and thanking the station for its commitment to public service.

#### (:30)

April is Child Abuse Prevention Month, a time for all of us to realize the role we can play in preventing child abuse and neglect. For more information on what you can do to help keep kids safe at home, call 1-800-CHILDREN. That's 1-800-CHILDREN. And don't forget to wear your blue ribbon during April ... to show you care about kids and about child abuse prevention. A public service announcement from (*insert your organization here*) and this station.

#### (:15)

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Did you know that three children die each day from abuse or neglect in the United States? For abused and neglected children, the physical scars may one day heal, but the emotional bruises can last a lifetime. For information on how you can help prevent child abuse and neglect, call 1-800-CHILDREN. That's 1-800-CHILDREN. A public service announcement from (*insert your organization here*) and this station.

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