

Notes for Radio Public Service Announcements

A public service announcement (PSA) can be a very effective and inexpensive tool for informing a community about an up-coming event or important issue. To help spread the word about pollution prevention during P2 Week and year-round, we have developed a series of radio PSA scripts.

These scripts provide a general announcement of P2 Week as well as simple suggestions for how your community can prevent pollution in the home, in the garden, and on the road. These sample scripts are easily customized by writing or typing in contact information into the spaces provided. If you have a specific P2 Week event to highlight, consider developing additional PSA scripts tailored to those activities. A sample cover letter requesting radio stations to air your PSA scripts is also enclosed.

Tips to Get Your PSA on the Air

To assist you further with getting these PSAs aired in your community during P2 Week, we have developed the following recommendations:

- ❶ Type up personalized versions of the cover letter and put them onto your program's letterhead. If you have not identified a specific person on the radio station staff to send your materials to, submit the request to the Public Affairs Director.
- ❷ Fax and/or mail the cover letter and press releases to stations at least a week before P2 Week.
- ❸ Follow-up with a phone call to insure that your requests were received. Ask your radio station contacts to run the PSAs starting on or prior to the first day of P2 Week. Also, be prepared to E-mail the PSAs more than once, as media folks are inundated daily with E-mails and may not be able to locate yours.

If you are really ambitious, encourage the station to interview you about P2 Week in addition to airing the PSAs. Be sure to contact the stations after P2 Week to find out if your PSAs were broadcasted. This information will help you evaluate the success of your efforts.

DEAR EDITOR

Contact Name:

Title:

Station Name:

Address:

City/State/Zip:

RE: NATIONAL POLLUTION PREVENTION WEEK PSA

Dear Public Affairs Director:

Across the nation, local governments, state and federal agencies, businesses, and others are teaming up to hold events that celebrate and promote the benefits of of pollution prevention during National Pollution Prevention Week (NP2W).

Pollution prevention (P2 for short) is recognized as an effective tool for protecting the environment and the economy since it serves to eliminate pollution at the source before it is generated. One goal of NP2W is to make communities more aware of the many opportunities to prevent pollution.

Enclosed are a few radio PSA scripts that provide a general announcement of P2 Week and include P2 Tips for how our community can prevent pollution in the home, in the garden, and on the road.

Please help us spread this important message by broadcasting these PSAs during NP2W. Feel free to call me at number below if you have any questions about this request or would like more information about local NP2W activities.

Sincerely,

Name:

Title:

Affiliation:

Phone #:

PUBLIC SERVICE ANNOUNCEMENTS

Dear Radio Announcer:

Included on the following pages are PSA scripts that announce National Pollution Prevention Week and provide useful tips on how to prevent pollution. Please broadcast these scripts during Pollution Prevention Week. They are designed to be run throughout the week. However, we encourage you to pick one pollution prevention tip each day as the “tip of the day.” In addition, please be sure to read the local contact information on the bottom of each page so listeners know where to call for more information.

Thank you very much for helping to spread the word about pollution prevention.

■ General Announcement (60 seconds)

It's National Pollution Prevention Week! Have you thought about how you're going to celebrate? As you may know, pollution prevention involves protecting the environment through reducing the amount of pollution that is generated in the home, in the garden, and on the road. During Pollution Prevention Week, you can take the first steps to preventing pollution before it is created!

At home, save energy by turning off lights in rooms that are not in use and using energy efficient appliances. Saving energy will help reduce air pollution and put some money back in your pocket!

Turn your garden into a pollution free paradise by introducing “friendly” insects such as ladybugs and ground beetles to rid your garden of uninvited pests! Prevent pollution while on the road by driving less and using alternative transportation such as carpooling to work, riding the bus to the store, or biking to a friend's house! Do your part this week, National Pollution Prevention Week, and take one more step towards preventing pollution year-round.

PUBLIC SERVICE ANNOUNCEMENTS

■ P2 In the Home (30 seconds)

We all hate to unclog a dirty drain, but someone has to do it. Before you reach for that bottle of household drain cleaner, stop and think about what other alternatives you might have. In most cases, a plunger can do the job. Or try the old fashioned trick of pouring baking soda then vinegar down the drain.

These household tips may not make unclogging the sink or shower fun, but they do prevent pollution. Try something new this week, National Pollution Prevention Week, because together—we can prevent pollution. For more information on pollution prevention, contact... (see below)

■ P2 In the Garden (30 seconds)

Just because you have a “green thumb” doesn’t mean you are a “green gardener.” Did you know that many non-polluting alternatives exist for eliminating unwanted weeds and other pests? Try controlling weeds by picking them by hand and then applying mulch from wood chips or grass clippings. Or, experiment with eliminating bothersome snails by filling a shallow pan with beer, sinking it to ground level, and then picking the snails out in the morning. Becoming a “green gardener” may be easier than you think! For more information on pollution prevention, contact... (see below)

Name _____

Affiliation _____

Phone Number (_____) _____

PUBLIC SERVICE ANNOUNCEMENTS

■ P2 On the Road (30 seconds)

Did you know that when you give your vehicle that little “TLC” like getting it tuned-up or repairing a leak, you are preventing pollution? It’s true!

A car that isn’t properly tuned produces 10-15 times more air pollution than a well-running vehicle. And, an automobile that leaks harmful fluids, such as oil, anti-freeze, and brake fluid, contributes to local water pollution. So, do your part to prevent pollution, especially this week, Pollution Prevention Week, because together—we can prevent pollution! For more information on pollution prevention, contact... (see below)

■ P2 For Industry (30 seconds)

Practicing pollution prevention is easier than you may think. And, it may save you money, too! By preventing pollution before it is created, a business can reduce hazardous waste disposal expenses, cut material costs, and improve worker safety. For example, one small newspaper in Southern California adopted pollution prevention techniques by purchasing a relatively inexpensive recycling system for its waste ink. As a result of this system, they avoided paying thousands of dollars in disposal costs and reduced the cost of purchasing new ink. Pollution prevention can work for your business too—even if it is a small business. For more information about pollution prevention, contact... (see below)

Name _____

Affiliation _____

Phone Number (_____) _____