

Kindergarten Registration Public Service Announcement (PSA)

What Is a PSA?

Public service announcements (PSA) are messages aired by radio and television stations, or printed in written media such as newspapers at no cost to the sponsors. Typically, they must have a message that is a public service and be provided by a non-profit organization. Radio PSAs are powerful tools to create greater awareness because of the number of people who listen to radio while driving, in the office, working at home, etc. PSAs usually are 10, 15, 30, or 60 seconds.

Possible uses of a public service announcement (PSA)

1. Pitch to your local radio and TV stations
2. Post on your website or favorite from your YouTube page
3. Forward the YouTube link to legislators, school and community leaders
4. Provide the PSA to local school district channels
5. Ask local movie theatres to show at the beginning of family movies or during family movie nights.

Who Decides What Is Played?

Most stations will have a public service or public affairs director who receives PSAs, decides which will be used, and when those will be played. Smaller stations may not have a person with this title, but you can ask for whoever is in charge of PSAs. It's important to remember that PSAs are usually scheduled four weeks before they are played. Thus, if you have a time in mind when you want your spot aired, you should approach the station at least four weeks before you hope to hear it on air.

Is There a Best Strategy for Placing a PSA?

There is, and it's the personal touch. One should not just seek having their PSA aired; they should attempt to develop a relationship with the public affairs director that benefits both parties.

How to pitch the PSAs to local radio, TV stations.

Here are some tips to reach out to local media

1. Make initial call to confirm contact information, formats for spots. Identify the media outlets that you would like to reach out to with the PSAs. You will want to get contact information for the

- Program director
- Public service or community affairs department; or
- Public affairs department.

You will want to get the

- Name and title of contact
- Mailing address
- Email address
- Fax and phone number
- Specific instructions they provide for submitting PSAs (including formats)

- Would they also be interested in an electronic version that they could post on their website?

2. Follow up by email or fax.

After speaking with the public service director, follow up by fax or email with a confirmation that you will be dropping off a tape/DVD of the spots, or emailing the audio files. The personal touch is also important in delivery. A large percent of PSAs are sent in the mail. If someone walks a PSA into a station, that has to leave a powerful impression. You can also attach a fact sheet that includes some of the language from the PSA.

Sometimes, if a relationship has been established, you don't even need to send an actual audio file to the media outlets. This is especially helpful if you don't have the budget or means to record a professional PSA. Just fax or email the actual copy of the PSA (or script) and ask them to produce it in-house and throw it into rotation. When stations produce their own version of a PSA they can add some ownership to the message that they are supporting the cause, which makes it more likely to run during better hours and more often during available unsold slots.

Also, many radio stations put PSA info on an index card that is added into a mix of community announcement index cards that the on-air staff flip through and use for things to talk about before they go from programming into a commercial block. Just be sure they don't take longer than 60 seconds to recite. Be sure that your written PSA script has a start date and an end date.

3. Follow up again. After a few days, call your media contact again to make sure they've had a chance to review the information and ask if they would like any more information or if they have any questions.

4. Reach out to thank! When the PSA airs, reach out to your media contact to say thank you! Send a short email, a handwritten note, or even a brief call to let them know that you heard the PSA and that families, school districts, early learning providers and the community appreciate hearing the message, and you're grateful for the role their media played in getting the word out.

Examples of a PSA Script for Early Kindergarten Registration

#1

Child: Look, Mommy – a school bus! I’ll ride one of those when I go to kindergarten, won’t I?

Mom: Yes, honey, you will. Hmm, that’s coming up pretty soon. I wonder if there’s anything I need to be doing now...

Narrator: Yes, there is! The first day of school for your child may seem months away, but school districts are holding kindergarten registration now. Every school district in **[name of county]** holds kindergarten registration between February and April. Registration is necessary to determine classroom and staff placement, materials, bus schedules, and much more. Through the registration and screening process, you and your child have the opportunity to become familiar with school district staff and receive materials to make the transition to kindergarten easier. To learn more about kindergarten registration, call your local school district or visit **[web address]**.

#2

Narrator: Support and grow your child’s love for learning by registering them for Kindergarten at **[school or school district]** and get them moving in the right direction for future success in school and in life! If your child is five years old on or before **[date]** then be sure to register your young student at **[school name and address]** on **[date]**.

Parents or legal guardians registering their children must bring a few things, including a copy of the child’s birth certificate, current immunization records and proof of residence, like a utility bill or lease agreement. For more information call **[name and phone]** or visit **[website]**.