



## Public Service Announcements

It's never too soon to start advertising for your Summer Meal Program! USDA has several examples of radio public service announcements (PSAs) to help get the word out that Summer Meals are available in your community. Radio stations air PSAs at no cost in order to fulfill their obligation to share information for the good of the public.

### Download USDA's Free Summer Meal PSAs

USDA has four PSAs, in English and Spanish, available for recruiting sponsors and volunteers and reaching out to families. Each is under 30 seconds. Download any one of them to send to your favorite local radio station to play. A transcript of each PSA is also available.

<https://www.fns.usda.gov/sfsp/summer-radio-public-service-announcements>

### How Can You Get Air Time?

- Look up radio stations in your area by going to <http://radio-locator.com/>
- Pick some stations that you always listen to and contact their public affairs director or other point of contact.
- Some stations post details about PSA submissions on their websites. However, if they don't, ask the station's public affairs staff the following questions:
  - How should I submit a PSA – via e-mail or regular mail?
  - What format should it be in?
  - Do you require the transcript?  
<https://www.fns.usda.gov/sfsp/summer-radio-public-service-announcements>
  - Will one of your DJs read the PSA, or will you just play the recording?
  - When will the PSA be aired and for how long?
- Follow the radio station's instructions, and then sit back, relax, and listen for the Summer Meals PSA to be played!



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### Summer Meals Toolkit

USDA is an Equal Opportunity Provider,  
Employer and Lender



## For Additional Information

Review these ideas and adopt the strategies that seem reasonable to you and achievable for your Program. The Summer Meals Toolkit has even more creative ideas and resources at <https://www.fns.usda.gov/sfsp/summer-meals-toolkit>

Do you have more questions? Sponsors and the general public should contact their State agency for answers. State agencies should contact their Food and Nutrition Service (FNS) Regional Office.

List of FNS Regional Offices: <http://www.fns.usda.gov/fns-regional-offices>

List of State Agencies: <http://www.fns.usda.gov/sfsp/sfsp-contacts>

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