Radio PSA Scripts

Below are some English and Spanish template scripts for radio public service announcements (PSA) that your nonprofit can submit to local radio stations. Please feel free to edit the scripts to fit your organization’s voice and style. Or, use them as examples for crafting your own PSA messages.

*How to Submit a PSA*

1. Identify a local radio station that your community members listen to. You can search for stations in your area through [Radio-Locator.com](https://radio-locator.com/)
2. Look on their website for submission instructions and follow them. [Click here for a sample from KPTZ, Port Townsend](https://kptz.org/psa/)
3. If instructions are not on the website for submitting PSA’s, call the station and ask to speak to someone who can help you.

*Things to Keep in Mind*

* In general, PSA announcements are about 30-45 seconds and read by someone from the radio station. However, if you start building a relationship with radio station staff, they may be able to invite you in to record the announcement or discuss the Census during one of the station’s programs.
* Plan to submit your PSA early to the station. They will need time to review and record the message.
* Radio stations generally do not charge for PSA’s. If a radio station is trying to charge you, remind them that this is a “public service announcement” being placed by nonprofit organization. If they insist on being paid, decline and/or find a different radio station.

English

*Script 1 [Approximately 30 Seconds]*

Our community is a special place to live. [Insert fact or anecdote] In order to keep our community special for the next generation, it’s up to all of us to participate in the 2020 Census. Getting counted in the Census tells our leaders what our community needs and that our voices and opinions matter. All you have to do to participate is follow the instructions mailed to your home by the U.S. Census bureau.

*Script 2 [Approximately 45 Seconds]*

*Speaker 1:* Hi [Speaker 2 name], how’s it going?

*Speaker 2:* Great! I just completed my 2020 Census form.

*Speaker 1:* Your 2020 Census form? What’s that?

*Speaker 2:* It’s our opportunity to let policymakers know that our community matters.

*Speaker 1:* What do you mean?

*Speaker 2:* Well, the U.S. government, Washington State, and [local government] use the Census to distribute resources and ensure that we are represented in DC and Olympia. In fact, each person counted brings in thousands of dollars to our community.

*Speaker 1:* So this is about money for our community?

*Speaker 2:* It’s about more than just money. This is about telling officials that you matter and that you care about our future.

*Speaker 1*: Well I certainly care about doing that. How do I get started?

*Speaker 2:* All you have to do is follow the instructions sent to you by the U.S. Census Bureau.

*Speaker 1:* Great. I am going to fill out my Census form today!

*Script 3 [Approximately 30 Seconds]*

Did you or a family member receive a letter from the U.S. Census Bureau? If you did, don’t throw it out. It’s your ticket to let our government know that you matter. All you have to do is follow the instructions to participate in the 2020 Census count. Getting counted means that our community will receive the funds for services and programs that we deserve so that we can pass along a great community for the next generation. Don’t miss this chance to shape our community’s future.

*Script 4 [Approximately 45 Seconds]*

It’s 2020, which means it’s Census time. This is your opportunity to support our community today and for the next ten years by getting counted. All you have to do is follow the instructions in the letter mailed to your home by the U.S. Census Bureau. Participating in the Census is quick and easy, and lets policymakers know that you matter. If you’re concerned or fearful about providing information, please understand that longstanding laws and procedures are in place to keep participants and their information safe. The Census’ purpose is to ensure that communities’ needs are met, so don’t miss this opportunity to be counted.

Spanish

Script 1 [Approximately 30 Seconds]

Nuestra comunidad es un lugar especial para vivir. [Insert fact or anecdote] Para que nuestra comunidad sea especial para la próxima generación, nos corresponde a todos participar en el Censo del 2020. El hecho de ser contados en el Censo les dice a nuestros líderes lo que nuestra comunidad necesita y que nuestras voces y opiniones son importantes. Todo lo que tienes que hacer para participar es seguir las instrucciones de la oficina del Censo de los Estados Unidos, enviadas por correo a tu hogar.

Script 2 [Approximately 45 Seconds]

Ponente 1: Hola [nombre del ponente 2], ¿cómo te va?

Ponente 2: ¡Genial! Acabo de completar mi formulario del Censo 2020.

Ponente 1: ¿Tu formulario del censo del 2020? ¿Qué es eso?

Ponente 2: Es nuestra oportunidad para que los encargados de formular las políticas sepan que nuestra comunidad es importante.

Ponente 1: ¿Qué quieres decir?

Ponente 2: Bueno, el gobierno de los EE. UU., El estado de Washington y [el gobierno local] utilizan el Censo para distribuir recursos y garantizar que estemos representados en DC y Olympia. De hecho, cada persona contada aporta miles de dólares a nuestra comunidad.

Ponente 1: Entonces, ¿se trata de dinero para nuestra comunidad?

Ponente 2: Se trata de algo más que dinero. Se trata de decirles a los funcionarios que tu eres importante y que te importa nuestro futuro.

Ponente 1: Bueno, definitivamente me importa hacer eso. ¿Cómo empiezo?

Ponente 2: Todo lo que tienes que hacer es seguir las instrucciones que te envió la Oficina del Censo de los Estados Unidos.

Ponente 1: Genial. ¡Voy a llenar mi formulario del Censo hoy!

Script 3 [Approximately 30 Seconds]

¿Recibiste tu o un miembro de tu familia una carta de la Oficina del Censo de los Estados Unidos? Si lo hiciste, no la tires a la basura. Es tu boleto para hacerle saber a nuestro gobierno que tu importas. Todo lo que tienes que hacer es seguir las instrucciones para participar en el conteo del Censo del 2020. Contarte significa que nuestra comunidad recibirá los fondos para los servicios y programas que merecemos, para que podamos transmitir una gran comunidad a la próxima generación. No te pierdas esta oportunidad de moldear el futuro de nuestra comunidad.

Script 4 [Approximately 45 Seconds]

Se llego el 2020. Eso significa que es hora del Censo. Esta es tu oportunidad de apoyar a nuestra comunidad hoy y durante los próximos diez años al ser contando. Todo lo que tienes que hacer es seguir las instrucciones de la carta de la Oficina del Censo de los Estados Unidos que fue enviada por correo a tu hogar. Participar en el Censo es rápido y fácil; y les dice a los encargados de formular las políticas que tu eres importante. Si estas preocupado o temeroso de proporcionar información, comprende que por mucho tiempo han existido leyes y procedimientos para mantener a los participantes y su información a salvo. El propósito del Censo es asegurar que se cumplan las necesidades de las comunidades. No te pierdas esta oportunidad de ser contado.