**Public Service Announcement Template**

When contacting a local radio station, ask to talk to someone responsible for PSAs. Tell that person that you work for a not-for-profit agency and need to set up PSAs to attract volunteers for a one-day project to connect with the homeless population.

Most radio stations have a tagline they will want to use. They want the speaker to identify him or herself as part of the PSA and expect to record the PSA yourself. The station usually won't do it for you.

Ask if they have a community bulletin board and ask them to also put the information on it.

The news director may want to interview you, so be ready to talk about the PIT count and your agency.

Offer to send the PSA to them to review. The station probably needs to change some to conform to FCC guidelines and station preferences.

Day of recording: Expect to record a few times. The DJ will be kind and often is quite a bit of fun. The DJ's job is to make you sound good.

Whatever number you give for the volunteers to call, make sure that anyone who answers it knows how to respond to/direct the calls.

**PUBLIC SERVICE ANNOUNCEMENT**
**LENGTH:** 0:10
**SUBJECT:** Point in Time Count January 22nd, 2025

**FOR USE:** [DATE]
**VOICE:** [INSERT YOUR AGENCY] is conducting a survey of homeless individuals and families to better understand homelessness in the state of Missouri. Local leaders will conduct the Point-in-Time Count survey on January 22nd, 2025. To learn how you can get involved with your local count, contact [INSERT YOUR AGENCY]

**PUBLIC SERVICE ANNOUNCEMENT**
**LENGTH:** 0:30
**SUBJECT:** Point in Time Count January 22nd, 2025
**FOR USE:** [DATE]
**VOICE:** We need your help! Volunteer to help survey homeless individuals and families during the annual Point-In-Time Count on January 22nd, 2025.

We are preparing for the Point in Time Count; this is a survey of individuals who are without homes on the night of January 22nd. Documenting the extent of homelessness impacts funding for food pantries, homeless shelters, and meal programs. To get involved, contact [INSERT YOUR INFORMATION].