



Public Service Announcements

Remember, it's never too soon to start advertising for your Summer Meal Program! USDA's has free, radio public-service announcements (PSAs) help get the word out that Summer Meals are available to children and in need of more sponsors in your community!

Download USDA's Free Summer Meal Advertisements

Here are four PSAs on recruiting sponsors and volunteers and reaching out to families. Each is under 30 seconds, in English or Spanish. Download any one of them to send to your favorite local radio station to play.

1. Learning and good nutrition! [English](#) / [Spanish](#)
2. Summertime shouldn't be hungry time! [English](#) / [Spanish](#)
3. Do your children receive meals at school? [English](#) / [Spanish](#)
4. Feeding your kids when school is out. [English](#) / [Spanish](#)

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 station.
- 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?
http://www.fns.usda.gov/sites/default/files/Radio_PSA.pdf
 - 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 compatible with your Program. For additional questions, sponsors and the general public should contact their State agency for help. State agencies should contact their 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/cnd/Contacts/StateDirectory.htm>

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