

How To Request a PSA for National First Responders Day

1. Research radio stations and identify the right contact

- Find relevant stations: Identify local stations whose audience aligns with your cause. [CBC Radio-Canada](#) is one potential resource to help you narrow your station search.
- Locate the contact person: Call the station and ask for the public affairs director, community relations manager, or the person in charge of PSAs.

2. Prepare Your PSA

- Create a clear message: Ensure your message is beneficial to the community, not self-serving, and has a compelling call to action.
 - APWA has created scripts for 15- and 30-second PSAs in MP3 format for you to use to record a message from your PW director, mayor, or some other local dignitary. These sample PSAs can also be shared with local DJs to read on air.
- Produce a quality PSA: Provide an air-ready copy in the station's preferred format (e.g., an MP3 file) and offer multiple lengths or variations to fit their needs.
 - Download and share the 15- and 30-second PSA scripts available on APWA.org. MP3s with finished PSAs are also available to download from the NFRD webpage.
- Include supporting information: Provide information about your agency, your role as a first responder, and the overall goals of your campaign.

3. Make the Request

- Make personal contact: Reach out to the person you have identified via phone or email to introduce yourself and your agency/company.
- Request a meeting: Ask to set up an appointment to discuss your PSA.
- Be professional: Be on time, prepared, and gracious; remember that stations are doing you a favor by airing your PSA.

4. Follow Up and Be Gracious

- Follow up patiently: Stations receive many requests, so be patient as they review your submission.
- Send a thank you: Always send a thank-you note to the media outlet and the specific contact person after they've aired your PSA.