



# Radio and Television PSAs

Radio and television stations are required to play public service announcements (PSAs) as part of their licenses to use public airwaves. Recruitment and Retention and Smoke Detector Programs can take advantage of this by recording simple, yet effective, messages that encourage the listener or viewer to take action (even if that action is simply learning more about the topic). Below are a few examples of radio PSAs that your department can adapt.

## 30-second spot, recruitment focus:

There's a new opportunity in town that almost everyone is qualified for. The hours can be short or long, the reward is incredible, and there's no pay to have to worry with. Best of all, the work can change lives. Find out how you can become a member of your local Fire Department. Call the **Anytown Fire Department Recruitment Office** today at **(987) 654-3210** or visit us on the web at **[www.AnytownFireDepartment.com](http://www.AnytownFireDepartment.com)**. When you take this job, the whole community wins.

## 30-second spot, general program awareness:

Smoke alarms have been and are still the cornerstone of fire safety technology in the home. 90% of all residences have smoke alarms, but one third of all residential structures where fire fatalities occurred did not have working smoke alarms. This means that most often where smoke alarms are present in a fatal fire, the smoke alarm is non-functional due to dead or missing batteries. Please check and be sure you have a properly operating smoke detector in your home.

## 15-second spot, recruitment

Make a difference in the public safety of your community. Become a fire volunteer. It's a commitment today, but the results can last a lifetime. Call **The Anytown Fire Department Recruitment Office** at **(987) 654-3210** to find out more, or visit us at **[www.AnytownFireDepartment.com](http://www.AnytownFireDepartment.com)**.

\*Replace areas highlighted in **red** with your Fire Department's information.