

[Sample Text for Radio Public Service Announcements]

Radio and television stations are required play public service announcements (PSAs) as part of their license to use the public airwaves. Mentoring 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 two variations on radio PSAs that your program can adapt. While the creation of video PSAs is outside the scope of this toolkit, the language in these radio examples could be adapted for video if supplied with the right imagery, such as pictures of mentors and youth from your program engaged in fun activities.

30-second spot, mentor recruitment focus:

There's a new job in town that almost every adult is qualified for. The hours are short, the benefits are incredible, and it doesn't involve being chained to a desk. Best of all, the work can change lives. Find out how you can be a mentor to a young person. Call the Stepping Stones Mentoring Program today at (123) 456-7890 or visit us on the Web at www.steppingstonesmentors.com. When you take this job, the whole community wins.

30-second spot, general program awareness:

Today's young people need guidance, opportunities, and hope. A mentor can provide all of these things while increasing grades, self-esteem, and resistance to drugs, alcohol, and gangs. But, perhaps the best thing about mentoring is it's fun! Call the Stepping Stones Mentoring Program today at (123) 456-7890 or visit us on the Web at www.steppingstonesmentors.com to learn more about how mentoring changes lives and strengthens our community.

15-second spot, mentor recruitment

Make a difference in a young person's life. Volunteer to be a mentor. It only takes an hour a week but the results can last a lifetime. Call Stepping Stones Mentoring at (123)-456-7890 to find out more, or visit us at www.steppingstonesmentors.com.