



SAMPLE BLUE STAR MUSEUMS PUBLIC SERVICE ANNOUNCEMENT (PSA)

This is a sample 30-second public service announcement (PSA) that you can customize for use by radio announcers in your community to publicize Blue Star Museums. You can also ask for the PSA to be read before local events, including religious services, school assemblies, and arts festivals. Make sure your PSA is no more than 30 seconds, and use language that generates interest. It's a good idea to read the PSA out loud several times while you are drafting it, to get a sense of how it sounds and how easy it is to read.

Contact: [NAME, TITLE]
[ORGANIZATION NAME/ LOGO]
[ADDRESS]
[PHONE | EMAIL]
[WEB ADDRESS | FACEBOOK | TWITTER | YOUTUBE EMBEDDED HYPERLINKS]

For immediate release
[DATE]

Public Service Announcement
30-second live read script

start date: [May 15, 2021]
end date: [September 6, 2021]

:30 – Calling all active duty military! If you are looking for family vacation ideas this summer, you can visit [NAME OF LOCAL MUSEUM(S)] for free through the Blue Star Museums program.

Participating museums nationwide will open their doors for free to currently-serving military personnel, including National Guard and Reserve, and their families this summer from May 15 to September 6.

For a full list of museums nationwide, visit [arts-dot-g-o-v-forward slash-bluestarmuseums](https://arts-dot-g-o-v-forward-slash-bluestarmuseums).

###