

National Stalking Awareness Month Sample Public Service Announcements

Public service announcements (PSAs), brief on-air messages, can reach millions of potential NSAM supporters. Contact the public service departments at local radio and TV stations, and ask if they will air your PSA. Offer them the sample PSAs below, which can be used as “live-copy” scripts for an announcer to read on the air or for the station to adapt for its own PSA. Remember to include your organization’s local contact information in your PSA.

15-second PSA:

Did you know stalking affected 6.6 million Americans in one year? Stalking is a dangerous crime that can happen to anyone. If you or someone you know is being stalked, contact [Name of Organization] at [phone number], or visit [website].

30-second PSA:

Imagine that you don’t feel safe. Someone is following you, texting and e-mailing you, and you are afraid. In one year, 6.6 million Americans were victims of stalking—a dangerous crime that can happen to anyone. If you or anyone you know is being stalked, or to find out more about stalking, contact [Name of Organization] at [phone number], or visit [website].