**PSA Scripts**

Submit these PSA scripts to the public affairs director of your local radio and television stations. Request that the station’s on-air personalities read these announcements. Or a celebrity in your community may be willing to lend his/her vocal talents to record these PSAs; this can be a useful way for them to contribute to your outreach efforts.

The suggested text may also be incorporated into other materials you may be creating. Feel free to use this text in any way that might be helpful.

PSA scripts are often submitted in the format below (which is set for an announcement that would run for Veterans Day.

[Date]

CONTACT: [Name and Phone Number]

START: November 1, 20XX

STOP: November 11, 20XX

LENGTH: 15-seconds

November 11 is Veterans Day, and [Organization’s Name and Radio Station Call Letters] urges you to learn more about how hospice can provide Veteran-centered care for seriously ill Veterans and their families. Contact [Organization’s Name and Phone Number] to learn more.

# # #

15-second Announcement:

Veterans with a serious illness and their families deserve support catered to their specific needs. If your family could use support, contact: [organization, phone #, website] to learn more.

15-second Announcement

[Organization] meets the unique needs of America’s Veterans and their families by focusing on respectful inquiry, compassionate listening, and grateful acknowledgment. Learn more at [website and/or phone #].

15-second Announcement

November 11 is Veterans Day, and [Organization] is recognizing this day by honoring those who served our country and now face a serious illness. Learn more at [phone #, website].

15-second Announcement

[Organization] is a We Honor Veterans partner. The interdisciplinary team is dedicated to serving those who served us. Learn more at [website and/or phone #].

30-second Announcement:

Veterans facing a serious illness deserve Veteran-centered care that addresses their specific needs. As a We Honor Veterans partner, [Organization] is dedicated to providing high quality care that addresses these needs with respectful inquiry, compassionate listening, and grateful acknowledgement. Learn more at [website and/or phone #].

30-second Announcement:

[Organization] extends Veteran-centric care to patients and families throughout the year. It offers a Veteran-to-Veteran volunteer program, recognition and pinning ceremonies, and assistance navigating veteran benefits. If you or a loved one need help navigating a serious illness, contact [organization, phone #, website].

30-second Announcement:

November 11 is Veterans Day, a day to recognize, honor and thank those who serve. As a We Honor Veterans partner, [Organization] is dedicated to serving those who have served us. On November 11, they are hosting [event]. To find out more and volunteer, please contact [organization, phone #, website].

45-second Announcement

November 11 is Veterans Day, a day to recognize, honor and thank those who serve. As a We Honor Veterans partner, [Organization] is dedicated to serving those who have served us through Veteran-centric care, including Veteran-to-Veteran volunteers, training on trauma-informed care, and helping patients and families navigating VA benefits.

Hospice professionals and trained volunteers take the time to ask what’s important to you, and they listen to what you say. To learn more about available services, please contact [organization, phone #, website].

**Additional Resource to Offer:**

(You may also offer this source for further information: Visit [www.wehonorveterans.org](http://www.wehonorveterans.org) to learn more.)

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