**45 - 60 SECOND RADIO ANNOUNCEMENT:**

Whether you live in the city, the mountains, or by the coast, habitats are all around us. From urban parks to forests, wetlands to grasslands, these habitats are key to our survival. They help filter our water, protect our soil, and provide homes for wildlife. No matter where you are, your local habitat plays a role in keeping our environment healthy.

Join **[Conservation District Name]**, in partnership with the National Association of Conservation Districts, as we celebrate **Stewardship Week 2025**, from **April 27 – May 4**. This year’s theme is **“Home is Where the Habitat Is.”** Whether it's **[local habitat example 1]**, **[local habitat example 2]**, or your neighborhood green space, we all depend on these places to stay healthy.

We’re here to help you learn how to protect and improve the habitats in our community. Let’s work together to keep them thriving!

Brought to you by **[Conservation District Name]**.

**45 - 60 SECOND RADIO ANNOUNCEMENT:**

Have you ever thought about the places where nature thrives? From your local park to nearby forests, wetlands, and even those green spaces you walk by every day, these are all important habitats. Habitats do more than just look nice—they help clean our water, protect the soil, and provide homes for wildlife.

This year, join **[Conservation District Name]** and the National Association of Conservation Districts for **Stewardship Week 2025**—happening from **April 27 – May 4**. The theme is **“Home is Where the Habitat Is.”** Whether it's **[local habitat example 1]**, **[local habitat example 2]**, or any green space near you, these habitats play a huge role in keeping our environment healthy.

Let’s work together to protect and improve the habitats around us. After all, they’re what keep everything in balance!

Brought to you by **[Conservation District Name]**. Let’s celebrate Stewardship Week and make a positive impact on our environment!

**NEWS BROADCAST ANCHOR SUGGESTED SCRIPT:**

1. "Stewardship Week 2025, hosted by [Conservation District Name] in partnership with the National Association of Conservation Districts, is happening from April 27th to May 4th. This year’s theme, ‘Home is Where the Habitat Is,’ highlights the importance of protecting local habitats like forests, wetlands, and parks. Join us in celebrating these vital spaces and learn how you can help conserve and restore them. For more information, visit [website or social media]."
2. "Stewardship Week 2025, hosted by [Conservation District Name] in partnership with the National Association of Conservation Districts, is taking place from April 27th to May 4th, with the theme ‘Home is Where the Habitat Is.’ This week celebrates the importance of protecting natural habitats, from local parks to forests and wetlands, that play a crucial role in supporting clean water, healthy soil, and wildlife. Join us for a series of local events and learn how you can make a difference in preserving these vital spaces. For details, visit [website or social media]."

**Helpful tips - How to Get Your Stewardship Week PSA on the Radio and TV News Stations**

1. Identify Local Radio Stations & News Outlets
* Research local stations: Make a list of radio stations, both news and talk radio stations in your area. You can typically find a directory of local radio stations by searching online, using resources like Radio-Locator ([www.radio-locator.com](http://www.radio-locator.com)), or by visiting the local TV station websites for radio affiliates.
* Choose appropriate stations: Depending on your target audience, choose news stations, community radio, talk radio, or youth-oriented stations (like college radio stations).
* Target news outlets: Include local TV stations, newspapers, and online news platforms—many of these outlets also run community announcements.
1. Prepare Your PSA
* Customize the PSA: Make sure the press release and PSA are tailored to your district’s activities and events. Include local dates, times, and details to make it relevant for each station.
* Create a broadcast-ready version: If you are submitting it to a radio station, it may be helpful to submit both the written PSA and an audio version (if possible). For TV stations, submit a text version and be ready to provide additional details or interviews.
1. Contacting Radio Stations
* Call the station: Most stations have community events or public service announcements (PSA) departments. Call their main number and ask for the person who handles PSAs or community outreach.
	+ Ask: “Hi, I’m calling to see if I can submit a public service announcement for Stewardship Week. Could I speak with the person who handles community events?”
* Email submission: Some stations will ask you to send the press release and PSA through email. You can ask for the best contact email for the PSA department or news team.
* Send by mail (if necessary): If a radio station prefers hard copies or doesn’t accept email submissions, mail the press release to their community outreach department.
* Follow-up: A few days after submission, follow up with a phone call or email to confirm they received it and inquire about when it will air.
1. Contacting News Stations
* Email the press release: Most news stations prefer email submissions for public service announcements. Research the contact info for the news desk or community outreach team for each station.
	+ Subject line: Use a clear subject line such as “Press Release: Stewardship Week PSA (April 27 – May 4, 2025)” to grab their attention.
	+ Include key details: In the body of the email, provide your PSA script and relevant details about your district’s events.
* Call the news desk: If you're not getting a response, call the news desk directly to follow up and see if they plan to feature the PSA.
	+ Ask: “Hi, I’m following up on a public service announcement I sent regarding Stewardship Week. Is there someone who can confirm if it will air?”
1. Provide Additional Materials
* Provide the suggested script for news anchors on page 1.
* Provide interview opportunities: If the news or radio station is interested in more coverage, offer to provide an interview with a district representative or additional resources.
* Offer to share more details: Some stations may want more information about your local efforts, so be prepared to share event schedules, social media links, or additional facts.
1. Submit to Community Bulletin Boards
* Many radio and news stations have community bulletin boards on their websites where they post local events, including PSAs. Be sure to submit your press release and PSA to these pages.
* Submit to local online platforms: Some stations have community events sections or even social media pages where you can post events.
1. Track Coverage and Engage with the Stations
* Monitor the broadcasts: Once your PSA is submitted, keep an eye on when it airs. If it’s being broadcast on the radio, tune in at different times to catch it.
* Watch for the segment to be shared on social media – then share it far and wide.
* Thank the stations: After your PSA airs, send a thank-you note to the radio or news station. Building relationships with local media can help you in the future.

Tips for Success:

* Start Early: Stations have limited slots, so reach out at least 2-3 weeks in advance to give them time to schedule the announcement.
* Be Clear and Concise: Radio and TV stations are often short on time. Ensure your PSA is brief and attention-grabbing. Stick to the essentials.
* Be Persistent, but Respectful: If you don’t hear back after a few days, follow up. Stations are busy, but they may be more likely to run your PSA if they see you’re engaged and eager.