



Brachial Plexus Injury Awareness

RADIO PUBLIC SERVICE ANNOUNCEMENTS

Radio Public Service Announcement Guidelines:

- Public Service Announcements (PSA) on radio are offered to non-profit organizations and are usually free.
- Type your PSA in CAPS, double spaced on one side of paper.
- PSA's should contain pertinent facts only.
- They should have a conversational tone.
- Write the PSA EXACTLY the way you want them read by the broadcaster over the air.
- You should send in two kinds of PSA's- 10 second PSA's and 30 second PSA's. And you might want to include many different PSA's that can be used on a rotating basis. Giving them differently times PSA's allows the station to have more flexibility and also increases your chances of getting your PSA aired. Time the PSA's yourself with the 2nd hand of your watch.
- Recommend to the radio station what times you would like the PSA's aired. Different PSA's may want to be aired at different times depending on the audience selected. (for example, early-morning rush-hour traffic vs. mid-evening)
- At the bottom of your sheet include the **name of the organization, the contact name, the telephone number and dates to be aired**

Examples of Public Service Announcements:

PSA #1—30 seconds:

Help us bring brachial plexus injuries to light. Candle-lighting ceremonies will be taking place around the world in recognition of the Annual International Brachial Plexus Injury Awareness Week. Events will be held during the week of [date]. To learn more about this birth or trauma injury, please visit the website of www.ubpn.org.

PSA #2—30 seconds: The Annual International Brachial Plexus Injury Awareness Week will be held during the week of [date]. Local and world-wide support groups will be holding special events to spread awareness about birth and trauma injuries. To learn more about brachial plexus injuries, please visit the website of www.ubpn.org.

PSA#3-30 seconds: The _____ Week in _____ is Brachial Plexus Injury Awareness Week. The Brachial Plexus is a network of nerves that control the muscles of the shoulder, arm, elbow, wrist, hand and fingers. This injury is traumatic and is often diagnosed after a vehicular accident, birth or other trauma. For more information about brachial plexus injuries, visit the awareness website at www.ubpn.org.

PSA#4—30 seconds: The _____ Week in _____ is Brachial Plexus Injury Awareness Week. Thousands of newborns each year suffer from brachial plexus injuries which can occur during the birthing process. The injury causes full or partial paralysis in one or both arms. To learn more about the risk factors and causes of this injury, visit the Awareness Website at: www.ubpn.org.

PSA#5 –30 seconds: The _____ Week in _____ is Brachial Plexus Injury Awareness Week. If you are in the medical field, you know only too well how this paralyzing injury affects thousands of trauma victims each year. For the most current information about awareness efforts, please visit the Awareness Website at www.ubpn.org.

PSA#6-30 seconds: The _____ Week in _____ is Brachial Plexus Injury Awareness Week. The Brachial Plexus is a network of nerves that control the shoulder, arms, elbow, hands and fingers. When an injury occurs to these nerves, through birth, automobile, gunshot or other trauma paralysis occurs. To learn more about current neurological treatment options, please visit the Awareness Website at www.ubpn.org.

PSA #7 –10 seconds: Do you know of a newborn with a weak or paralyzed arm following a difficult birth? You can find a information and support at www.ubpn.org. Don't wait and see!

PSA #8– 10 seconds: What do the birth process, motorcycle accidents and sports have in common? All are possible causes of nerve injuries to the arm. Visit www.ubpn.org for more information and for support.

PSA #9-10 seconds: If you are pregnant, and haven't heard of the birthing emergency called Shoulder Dystocia, visit www.ubpn.org to learn more.