# Template Public Service Announcement (PSA)

*Many radio stations offer non-profits a chance to run* ***public service announcements*** *(PSA) on their station, free of charge. Even if this isn’t something you can do, sending a PSA and a press release their way could be a way to let them know what is going on and to get yourself an on-air interview. Sometimes, they will want to you record the PSA yourself. Other times, they might read it live into their own microphones. Reach out to your local radio stations for more information.*

**PSA: Bringing the Farm to School: Local Producer Training**

(0:45-1:00 length)

Farmers [REPLACE OR ADD “ranchers”, “growers”, “fishers” OR OTHER SPECIFIC FOOD PRODUCERS BASED ON YOUR LOCALE], forget about bringing an apple to the teacher. Bring your tomatoes, corn, lettuce or beef to the school cafeteria instead!

[YOUR ORGANISATION]’s upcoming Bringing the Farm to School: Local Producer Training is an interactive workshop that will teach you proven methods to expand your farm’s business by selling products to schools.

The training is hosted by [YOUR ORGANIZATION AND ANY OTHER CO-HOSTING ORGANIZATIONS].

While you benefit from ways to grow your farm business, students in your area will enjoy fresh, nutritious, local food in their school cafeteria! It’s an A-plus idea!

[INSERT DETAILS ABOUT THE TRAINING, TIME, LOCATION AND WHERE FARMERS CAN GO TO REGISTER.]