

*Updated February 2023*

## **SAMPLE PUBLIC SERVICE ANNOUNCEMENTS**

### **FOR MORE INFORMATION, CONTACT:**

[NAME]

[ORGANIZATION]

[PHONE]

[EMAIL]

### **PUBLIC SERVICE ANNOUNCEMENTS FOR NATIONAL CANCER SURVIVORS DAY®**

[Date the announcement can start] through [Date the announcement should stop]

**Approximate running time :15 seconds** There is life after cancer – and it is something to celebrate. Join our community’s cancer survivors as we celebrate National Cancer Survivors Day® on Sunday, June 4. Call [ORGANIZATION NAME] at [LOCAL PHONE NUMBER] or visit [WEBSITE] for details.

**Approximate running time :30 seconds** There is life after cancer. It can be chaotic and complicated at times. But it can also be beautiful and meaningful, triumphant, defiant, ordinary, and extraordinary. And that is something to celebrate. On National Cancer Survivors Day®, Sunday, June 4, [CITY/ TOWN/ORGANIZATION NAME] will recognize those in our community who are living with and beyond cancer and draw attention to the ongoing challenges these cancer survivors face because of their disease. Come celebrate life at [LOCATION] on June 4. Activities, including [LOCAL ACTIVITIES], will begin at [TIME]. For more information, call [LOCAL NUMBER] or visit [WEBSITE].

**Approximate running time :60 seconds** Every 30 seconds, someone in the U.S. is diagnosed with cancer. From the moment of diagnosis, everyone who hears the words “you have cancer” is a survivor. Cancer survivors are people of all ethnicities and income levels; they’re kids, parents, grandparents; they’re our coworkers, our neighbors, family, and friends. National Cancer Survivors Day®, June 4, is their day to come together and celebrate life. It’s also a day to call attention to the challenges faced by cancer survivors – from confronting rapidly rising drug costs to finding affordable insurance and dealing with ongoing physical, emotional, and financial struggles that can persist even after treatment ends. Come celebrate National Cancer Survivors Day® and help us raise awareness of the challenges of cancer survivorship on Sunday, June 4, at [LOCATION]. The celebration begins at [TIME], and activities include [BRIEF DESCRIPTION OF LOCAL ACTIVITIES]. This message is brought to you by [ORGANIZATION NAME] and/or [STATION CALL LETTERS].

#### **Caution:**

- **Do not use in present form. Replace bracketed material with local names and data.**
- **Include contact name and phone number on each page.**
- **Include start and stop dates.**