

# Sample Broadcast PSA Solicitation Letter

[LOGO HERE]

[DATE]

[CONTACT NAME]

[TITLE]

[COMPANY]

[ADDRESS]

[CITY, STATE, ZIP]

**RE: Donated airtime for PSA to increase awareness about child abuse prevention.**

Dear [CONTACT]:

No child is immune from abuse. Tragically, an average of three children die each day as a result of abuse or neglect. In our State alone, [INSERT NUMBER] children were victims. [Pull statistic from *Child Maltreatment 2001*, found at [www.acf.hhs.gov/programs/cb/publications/cmreports.htm](http://www.acf.hhs.gov/programs/cb/publications/cmreports.htm).] These children need your help.

[ORGANIZATION] asks you to join thousands of individuals, government agencies, and child advocacy organizations across the Nation in promoting an increased awareness of child abuse prevention. The President and the U.S. Department of Health and Human Services' Children's Bureau, Office on Child Abuse and Neglect, have dedicated this April as Child Abuse Prevention Month to raise awareness about child abuse and neglect and what each one of us can do throughout the year to help keep children safe.

Please show your support by donating airtime for a public service announcement to [ORGANIZATION NAME].

Attached you will find information about Child Abuse Prevention Month 2004, with the theme, *Gateways to Prevention – What Everyone Can Do to Prevent Child Abuse*, along with a prewritten PSA for your use. I will follow up with you in a few days to answer any questions you may have.

Thank you in advance for your consideration.

Sincerely,

[YOUR NAME]

[TITLE]