**Public Service Announcement (PSA) Scripts for Radio**

A public service announcement (PSA) is a message in the public interest disseminated without charge, with the objective of raising awareness of, and changing public attitudes and behavior towards, a social issue. You might know it as something different; for example, in the UK, PSAs are generally called '[public information films](https://en.wikipedia.org/wiki/Public_information_film)' (PIFs); in [Hong Kong](https://en.wikipedia.org/wiki/Hong_Kong), they are known as 'announcements in the public interest' (APIs).

In many territories, nonprofit organizations can submit PSA information for broadcast on radio networks free of charge. If that is the case in your territory, you can share the scripts below with local radio stations to promote World Financial Planning Day. Along with the scripts, you might also need to submit:

* Your organization’s name, address and/or phone number
* Your marketing/publicity contact’s email and/or phone number
* Start and stop dates for PSA to air

|  |  |
| --- | --- |
| **:15 SECONDS** | **WORLD FINANCIAL PLANNING DAY 2022 PROMOTION** |
| VOICE OVER (VO) | Life looks different this year. And more than likely, so do your finances.  On World Financial Planning Day this October 5, discover the value of financial planning and how working with a CFP professional, who has committed to global competency and ethical standards, can help you manage your finances and achieve your long-term goals. Learn more at worldfpday.org. |

|  |  |
| --- | --- |
| **:30 SECONDS** | **WORLD FINANCIAL PLANNING DAY 2022 PROMOTION** |
| VOICE OVER (VO) | Life looks different this year. And more than likely, so do your finances.  If you’re feeling financial stress due to economic uncertainty, you’re not alone. Discover the value of financial planning and how working  with a CERTIFIED FINANCIAL PLANNER professional, who has committed to global competency and ethical standards, can help you manage your finances while keeping you on track with long-term goals.  On World Financial Planning Day this October 5, learn how having a financial plan can help you live your today and plan your tomorrow.™ Visit worldfpday.org to learn more. |