**SAMPLE**

**30-SECOND ANNOUNCER-READ RADIO**

**PUBLIC SERVICE ANNOUNCEMENT SCRIPT**

**SPONSOR:** AMERICAN ACADEMY OF DERMATOLOGY

**PRODUCT:** PUBLIC SERVICE ANNOUNCEMENT

**TOPIC:** FREE SKIN CANCER SCREENINGS FOR THE PUBLIC

**LENGTH:** 30 SECONDS

**ANNOUNCER:**

MAY IS SKIN CANCER AWARENESS MONTH. IT’S ESTIMATED THAT 1 IN 5 AMERICANS WILL DEVELOP SKIN CANCER IN THEIR LIFETIME, AND ONE PERSON DIES FROM MELANOMA – THE DEADLIEST FORM OF SKIN CANCER – EVERY HOUR.

TO HELP YOU DETECT SKIN CANCER EARLY, IN ITS MOST TREATABLE STAGE, (CITY/COUNTY) AREA DERMATOLOGISTS ARE OFFERING FREE SPOTme® SKIN CANCER SCREENINGS ON (DATE) FROM (TIME) TO (TIME) AT (LOCATION). FOR MORE INFORMATION, CALL (LOCAL TELEPHONE NUMBER). TO LEARN MORE ABOUT HOW TO PREVENT AND DETECT SKIN CANCER, VISIT [SPOTme.org.](https://www.aad.org/public/spot-skin-cancer/programs/screenings/find-a-screening)

**SAMPLE**

**10-SECOND ANNOUNCER-READ RADIO**

**PUBLIC SERVICE ANNOUNCEMENT SCRIPT**

**SPONSOR:** AMERICAN ACADEMY OF DERMATOLOGY

**PRODUCT:** PUBLIC SERVICE ANNOUNCEMENT

**TOPIC:** FREE SKIN CANCER SCREENINGS FOR THE PUBLIC

**LENGTH:** 10 SECONDS

**ANNOUNCER:**

FREE SKIN CANCER SCREENINGS ARE BEING OFFERED BY (CITY/COUNTY) AREA DERMATOLOGISTS DURING SKIN CANCER AWARENESS MONTH ON (DATE) AT (LOCATION). FOR MORE INFORMATION, CALL (LOCAL TELEPHONE NUMBER). TO LEARN MORE ABOUT SKIN CANCER, VISIT [SPOTme.org.](https://www.aad.org/public/spot-skin-cancer/programs/screenings/find-a-screening)