

Sample 30-Second Announcer-Read Radio Public Service Announcement Script

Sponsor: American Academy of Dermatology
Product: Public Service Announcement
Topic: Free Skin Cancer Checks 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 approximately twenty people die of melanoma, the deadliest form of skin cancer, each day.

To help you detect skin cancer early, in its most treatable stage, [city/county] area dermatologists are offering free Skin Cancer Checks 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 [PracticeSafeSun.org](https://www.practicesafesun.org).

Brought to you by the American Academy of Dermatology
[PracticeSafeSun.org](https://www.practicesafesun.org)

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Sample 10-Second Announcer-Read Radio Public Service Announcement Script

Sponsor: American Academy of Dermatology
Product: Public Service Announcement
Topic: Free Skin Cancer Checks for the Public
Length: 10 Seconds

Announcer:

Free Skin Cancer Checks 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 [PracticeSafeSun.org](https://www.practicesafesun.org).

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