

# 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 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 SPOT SkinCancer™ 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 [SpotSkinCancer.org](https://www.spotSkinCancer.org).

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**SpotSkinCancer.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 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 [SpotSkinCancer.org](https://www.spotskincancer.org).