**National Dropout Prevention Month Sample Public Service Announcements**

Public service announcements (PSAs) are brief on-air messages. They can reach millions of potential school dropout prevention supporters, those who work with at-risk youth, and students who are at risk of dropping out.

To effectively request that a PSA be aired, contact the public service departments at your local radio and TV stations and ask if they will air your PSA. To facilitate your request and to make airing the PSA more likely, offer them the sample PSAs below. These can be used as scripts for an announcer to read on the air or for the station to adapt for its own PSA. Remember to include contact information in your PSA.  This contact information can be either the National Dropout Prevention Center ([www.dropoutprevention.org](http://www.dropoutprevention.org)) or your local information (school or other organization) that can be identified in the PSA as a source for additional information.

**15-second PSA:**

Did you know two out of every 10 students drops out of school? Dropping out is not an overnight decision. It is a long process that can be addressed at many points to help prevent the young person from eventually dropping out. To find out what you can do to help increase awareness of school dropout prevention, contact the National Dropout Prevention Center at [ndpc@clemson.edu](mailto:ndpc@clemson.edu) or visit [www.dropoutprevention.org/Octoberresources](http://www.dropoutprevention.org/Octoberresources).

**30-second PSA:**

Imagine you are considering making the life-changing decision to drop out of school. What will be the long-term effects of dropping out on your future? Who can you turn to for help? Two out of ten students face this choice. If you or anyone you know is considering dropping out of school or to find out more about school dropout prevention, contact the National Dropout Prevention Center at [ndpc@clemson.edu](mailto:ndpc@clemson.edu) or visit [www.dropoutprevention.org/Octoberresources](http://www.dropoutprevention.org/Octoberresources).