

*#1. EVENT ANNOUNCEMENT (typical) EVENT DRIVEN. This is a sample that clubs can customize for their individual events. Send to station's Public Service Director 3 weeks in advance*

:20 PUBLIC SERVICE ANNOUNCEMENT

FOR AIR [date – date]

Organization: [club name]

Contact: [club member name – Communication Committee]

Phone:

E-mail:

**[ALTRUSA PLANS LITERACY DRIVE FOR MAKE A DIFFERENCE DAY]**

This year's ["Make a Difference Day"] is coming up on [Date], and Altrusa [City] is planning a [Readathon in three Bellevue public elementary schools] as part of the organization's worldwide efforts to advance literacy.

For more information on how Altrusa makes a difference every day, call [Contact Person] at [Contact Phone Number].