

# HOW TO CUSTOMIZE OUTREACH MATERIALS

*Program Education Materials can be customized for your local efforts.*

Question	Radio Public Service Announcement (PSAs)	Television PSAs	Radio Reader Scripts
What materials?	PSAs aired by stations as part of a community service mission	PSAs aired by stations as part of a community service mission	Public service messages that can be recorded or read aloud by DJ's
In what form are these materials available?	60-second recorded spots and scripts (English and Spanish)	30-second produced spot (English and Spanish)	10-, 15-, and 30-second scripts (English and Spanish)
What is the level of customization available?	Incorporate local messages, program names, and contact information into scripts; can be recorded with local talent	Include local program name and phone number on end card	Incorporate local messages, program names, and contact information
Are there limitations?	Cannot alter produced spots (i.e., add a localized message)	Cannot re-record voiceover without third-party assistance	No
How/where can I use them?	Ask radio stations and local stores to air PSAs free of charge; partnerships with local stations or grocery stores can help you in your efforts to gain air time	Ask television stations and local stores to air PSAs free of charge; partnerships with television or grocery stores can help you with your efforts to gain air time	Share scripts with radio stations to read between music and news segments
Where can I find these materials?	<a href="http://www.fns.usda.gov/snap/outreach/radio">www.fns.usda.gov/snap/outreach/radio</a>	<a href="http://www.fns.usda.gov/snap/outreach/psas">www.fns.usda.gov/snap/outreach/psas</a>	

**For More Information about program education materials and tools, visit [www.fns.usda.gov/snap/outreach](http://www.fns.usda.gov/snap/outreach)**