

And in Conclusion ...

If you have space at the end of a radio public service announcement, sum up with a tagline specially designed for your Optimist Club!

Taglines are typically 10 seconds at the end of a public service announcement. Optimist International offers three different PSAs with room for taglines at the end:

Track 8: "Optimists Help Youth"

Track 9: "Childhood Cancer Program"

Track 11: "Essay Contest"

These PSAs have music running in the background and provide time for an announcer to add local flavor to the announcement. There should be no charge for the announcer to add information.

Typical taglines for Optimist public service announcements should include the name of the event, time, date and phone number for more information.

Examples:

"For more information about the Optimist Essay Contest, call 555-5555. Optimists ... bringing out the best in kids."

"The Optimist Club meets at noon each Thursday at Daisy's Diner on Maple Street. Everyone is welcome. Optimists ... bringing out the best in kids."

Please see the Radio PSAs pdf in the "How-to" folder on the CD for more information.