



**Office of Communications
Archdiocese of Santa Fe**

4000 Saint Joseph Place NW
Albuquerque, NM 87120-1714
Celine Baca Radigan, Director

**PSA/Announcement Format for
Archbishop's Hour, Catholic Radio**

Mail 2 weeks in advance of event to: PSA/Catholic Radio, 4000 St. Joseph Place NW 87120
or Email to: catholicradio@archdiocesasantafe.org
505.831.8230

***All requests must be approved by your pastor, plc, administrator or organization¹ chairman
Office of Communications reserves the right to air and edit all PSAs.***

Approval Date:

Approved By:

Person Submitting PSA/Announcement Request:

Position:

Phone:

Email:

PSAs should be formatted to fit a 60 second, 30 second or 15 second "read." They should include an opening statement or "teaser" with the essence of the announcement, followed by information.

Event:

Teaser: (Purpose of Event)

Date:

Time:

Location:

Cost:

Who is featured:

What is featured:

Contact:

Phone:

E-mail:

¹ Authorized organizations are those listed in the *Official Archdiocese of Santa Fe Directory*.
Visit our Web Site: www.archdiocesasantafe.org

HOW TO PSA

Remember to keep it simple and succinct. Close with a repeat of the name of the event or subject and the contact info. **Bold 14 pt Arial Font is preferable for easy reading.**

Following are some samples with word count, suitable for each of the three time lengths.

60 second PSA Sample:

(Word count 175)

- The 150th Anniversary of the Archdiocese of Santa Fe will be marked by a celebration in Santa Fe on July 4th, 2003.
- All are invited to attend a special Mass and festivities to commemorate the rich history of the Archdiocese.
- The Anniversary Mass will be celebrated by Archbishop Michael J. Sheehan, on Sunday July 4th at 10:00 a.m., at the Cathedral Basilica of St. Francis of Assisi in Santa Fe. The combined choirs of San Clemente, Los Lunas and St. Francis Xavier, Albuquerque parishes will sing music composed for the occasion.
- A fiesta will follow the Anniversary Mass on the Basilica grounds adjacent to the church until 3:00 pm.
- A free picnic lunch and beverage will be provided by local parishes and businesses.
- Join the Archdiocese of Santa Fe, 150th Anniversary celebration, July 4th at the Cathedral Basilica of St. Francis of Assisi in Santa Fe. Beginning with Mass at 10:00 a.m., festivities continue until 3:00 pm.
- For information or to make donations call Isabelle Suarez at 505-555-1515.

30 second PSA sample:

(Word count 85)

- All are invited to attend a Mass and festivities commemorating the 150th Anniversary of the Archdiocese of Santa Fe on July 4th.
- An Anniversary Mass will be celebrated by Archbishop Michael J. Sheehan, on Sunday July 4th at 10:00 a.m., at the Cathedral Basilica of St. Francis of Assisi in Santa Fe.
- A fiesta follows Mass, at the Basilica grounds until 3:00 pm.
- Archdiocese of Santa Fe, 150th Anniversary celebration, Sunday July 4th.
- For information call Isabelle Suarez at 505-555-1515.

15 second PSA sample:

(Word count 43)

Archbishop Michael Sheehan commemorates the Archdiocese' 150th Anniversary with Mass on Sunday July 4th at 10:00 a.m. at the Cathedral Basilica of St. Francis of Assisi in Santa Fe. A fiesta follows at the Basilica grounds until 3:00 all are invited. Call 505-555-1515.