



Communities  
In Schools®

**Bringing Communities  
of Support to Students**



**RADIO PUBLIC SERVICE CAMPAIGN**





Dear Public Service Director,

**Please help support our most vulnerable students.**

There is much talk in the news about the pronounced "learning loss" that is affecting K-12 students post-pandemic. In addition, there are many students who struggle because they lack basic school supplies, food, and clothing, and therefore attending school can be a challenge. All this impacts the most vulnerable kids – who may face hunger, homelessness, and trauma.

Fortunately, there is an organization dedicated to helping students inside schools and beyond – wherever support is needed. For years, Communities In Schools® (CIS®) has worked in schools across the country to provide students with what they need to help them thrive. This includes placing caring adults, site coordinators who know the obstacles students are facing, by their side to provide a community of support. CIS staff ensure that students have everything they need to engage in learning.

When your listeners hear these extremely important PSAs in :60 and :30 lengths, they'll know that CIS is working tirelessly to ensure that students have what they need to succeed in school and in life.

Thank you in advance for your generous media support. And for being a vital part of our Communities of Support.

Sincerely,

Anya Harrington  
Vice President, Marketing & Communications  
Communities In Schools

## RADIO PSA SCRIPTS

### "Communities of Support" (:60)

#### **MUSIC UP AND UNDER**

**FEMALE NARRATOR V/O:** When students struggle in school because they are hungry ...

**MALE NARRATOR V/O:** ... or fall behind because they lack school supplies or clean clothing ...

**FEMALE NARRATOR V/O:** ... being greeted at the start of every school day, by the smile of a caring adult can make all the difference ...

**MALE NARRATOR V/O:** ...especially someone from the community ...

**FEMALE NARRATOR V/O:** ... someone who knows first-hand, the obstacles students might be facing ...

**MALE NARRATOR V/O:** ... and, what it will take ... to help them thrive.

**FEMALE NARRATOR V/O:** At Communities In Schools, our site coordinators surround students with a community of support, and remain by their side ...

**MALE NARRATOR V/O:** ... to ensure that they have everything they need to engage in learning ...

**FEMALE NARRATOR V/O:** ... and succeed in school ... and in life ...

**MALE NARRATOR V/O:** ... access to technology, learning materials ...

**FEMALE NARRATOR V/O:** ... and even one-to-one mentor support.

**MALE NARRATOR V/O:** We are there for them ... all day ... every day. This is what Communities In Schools is all about.

**FEMALE NARRATOR V/O:** Going all in for kids, in schools ... in communities ... and beyond.

**MALE NARRATOR V/O:** To learn more, visit: [Communities In Schools dot org](http://CommunitiesInSchools.org) ... that's [Communities In Schools dot org](http://CommunitiesInSchools.org)

#### **FADE SOUND OUT**

## RADIO PSA SCRIPTS

### "Communities of Support" (:30)

#### **MUSIC UP AND UNDER**

**FEMALE NARRATOR V/O:** When students struggle in school because they are hungry ...

**MALE NARRATOR V/O:** ... or fall behind because they lack school supplies...

**FEMALE NARRATOR V/O:** ... a caring adult can make all the difference ...

**MALE NARRATOR V/O:** ...especially someone from the community ...

**FEMALE NARRATOR V/O:** ... someone who knows the students ...

**MALE NARRATOR V/O:** ... and the obstacles they might be facing.

**FEMALE NARRATOR V/O:** At Communities In Schools, our site coordinators surround students with a community of support ...

**MALE NARRATOR V/O:** ... to ensure that they have everything they need to engage in learning ...

**FEMALE NARRATOR V/O:** We go all in for kids, all day ... every day.

**MALE NARRATOR V/O:** To learn more, visit: [Communities In Schools dot org](http://CommunitiesInSchools.org).

#### **FADE SOUND OUT**

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

[www.causewaypsa.com/CIS/](http://www.causewaypsa.com/CIS/)

**No End Date For Use.**

Communities of Support (:60, :30)

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.causewaypsa.com/?p=C142838>

Please let us know your preferences on receiving PSAs by contacting [info@causewaypsa.com](mailto:info@causewaypsa.com).



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