



BEYOND PESTICIDES

701 E Street, SE ■ Washington DC 20003
202-543-5450 phone ■ 202-543-4791 fax
info@beyondpesticides.org ■ www.beyondpesticides.org

PUBLIC SERVICE ANNOUNCEMENT

STATION COVER LETTER

March 29, 2005

Station Name
Contact Person
Address
City, State Zip

Attention getting opening sentence or paragraph
Highlight timeliness and sense of urgency

Dear Mr./Ms. Contact:

Establish credibility of message

Spring is here! And along with spring comes lawn season.

A major question for the people who plan lawn and field maintenance at our schools and day care centers concerns the safety of the lawn care products used where our children spend so much of their day. **As mentioned in the enclosed PSAs, the Environmental Protection Agency and the National Academy of Science** have expressed concern about the dangers pesticides pose to our kids and the need to minimize their exposure to these products.

State the problem and solution

As the evidence mounts about the impact pesticides can have on children, new methods are needed for maintaining lawns and fields on school and day care grounds. Fortunately, there are products and techniques that can be implemented by schools and day care centers to avoid exposing children to the hazards inherent in most weed and pest management products—hazards that include cancer, endocrine disruption, and nervous and immune system disorders.

“Mainstream” the message in familiar terms.

The enclosed PSAs have been designed to educate parents and school administrators about the problems that arise with the use of pesticides around children. The PSAs also include a phone number where your listeners can get complete information on how to make school and day care grounds safer. **Just as with fire safety, gun safety, and drug use prevention, finding alternatives to lawn pesticide use around our schools and day care centers is an effort that will protect our children from a preventable problem.**

Would you help us get the word out by scheduling our PSAs in your regular PSA rotation? The enclosed CD contains a :30 and :15 version of our “Safer Schools” PSA. I’ve also enclosed two live scripts, in case you only do live PSAs. **Lawn season is beginning, making this a time-sensitive matter. We’d appreciate it if you could fit our PSA into your rotation as soon as possible, hopefully throughout the month of April and through the end of the school year.** Thank you very much for your time and consideration of our request.

Politely ask for a commitment

Sincerely,

Susan Riedeman
member, Beyond Pesticides

Enclosure: PSA CD