

Soil + Water Stewardship Week Public Service Announcement (PSA)

Use this PSA for television or radio announcements on week prior to Stewardship Week (April 24 – May 1). **Contact outlets early!** They have a limited number of available spots in their daily and weekly broadcasts.

45 - 60 SECOND ANNOUNCEMENT:

When you ate breakfast this morning, did you think about where it came from? When we purchase our food at the grocery store it's often easy to forget what a long process it is to get the food from farm to table. Each of us has a responsibility to make the connection between where our food comes from and the conservation of the land where it grows.

This year, join the [Conservation District Name], in partnership with the National Association of Conservation Districts and the network of 3,000 districts across the country, in celebrating the 67th Annual National Stewardship Week: Healthy Soils, Healthy Life from April 24 – May 1. The [Conservation District Name] will help you learn more about conservation education, sustainable agriculture, and how it directly impacts the food you consume.

We look forward to celebrating with you!

Brought to you by the [Conservation District Name].