

Soil + Water Stewardship Week Public Service Announcement (PSA)

Use this PSA for television or radio announcements on week prior to Stewardship Week (April 28 – May 5). Contact outlets early! They have a limited number of available spots in their daily and weekly broadcasts.

45 - 60 SECOND ANNOUNCEMENT:

Regardless of where you live, the city, the mountains, or the coast, you've seen a tree before, maybe even sought shade beneath one. Trees play an essential role in everyone's life. In cities and other urban environments, trees improve air quality, provide shade, and reduce stormwater runoff. Meanwhile, forests act as protectors of soil and water, preventing erosion, purifying contaminants, and nurturing healthy watersheds. Whether it's the few trees outside your apartment, the cluster of trees in a nearby park, or a forest, trees are silently working by our side, always.

This year, join the [Conservation District Name], in partnership with the National Association of Conservation Districts and 3,000 districts across the country, in celebrating the 69th Annual National Stewardship Week: "May the Forest Be with You, Always" from April 28 – May 5. The [Conservation District Name] can help you learn more about our local watershed, the ways we depend on it, and how we can help keep the water in our watersheds clean. We look forward to celebrating with you!

Brought to you by the [Conservation District Name]