



BEYOND PESTICIDES

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

Sample PSA Scripts on West Nile Virus/Mosquitoes

PUBLIC SERVICE ANNOUNCEMENT

FOR USE: February 17 – April 30, 2004

CONTACT: Your name, phone number

30 seconds (:30)

Time: 30 second (:30) Mosquito Control PSA #1A

Words: 76

Rainfall can leave standing water around your property. Small puddles, plant saucers, plastic containers, old tires, clogged gutters and even bottle tops are prime breeding areas for mosquitoes.

You can help reduce the mosquito population by removing standing water on your property.

Working together we can control mosquito-borne diseases like West Nile virus and minimize the need for spraying.

This message is brought to you by this station and BURNT. For more information please visit nospraynashville.org or call (615) 327-8515. That's nospraynashville.org or call (615) 327-8515.

30 seconds (:30)

TIME: 30 second (:30) BURNT Mosquito Control PSA #2B:

WORDS: 79

Its mosquito time again. Remember, standing water left alone keeps mosquitoes close to home.

Puddles, old tires, toys, plant saucers, clogged gutters, even water-filled bottle caps can be a mosquito breeding site.

Getting rid of standing water is the best way to get rid of mosquitoes that may carry West Nile virus.

This message is brought to you by BURNT and this station. For more information please visit nospraynashville.org or call (615) 327-8515. That's nospraynashville.org or call (615) 327-8515.

45 seconds (:45)

TIME: 45 second (:45) BURNT Mosquito Control PSA #3:
WORDS:

Its mosquito time again and you can help fight the bite by remembering that standing water left alone keeps mosquitoes close to home.

You see, mosquitoes breed in standing water in: puddles, old tires, toys, plant saucers and clogged gutters. Even a water-filled bottle cap can be a breeding site.

Getting rid of standing water is the best way to get rid of mosquitoes that may carry West Nile virus.

So, fight the bite-get rid of standing water around your home, especially after it rains.

This message is brought to you by this station and BURNT. For more information please visit nospraynashville.org or call (615) 327-8515. That's nospraynashville.org or call (615) 327-8515.

60 seconds (1:00)

Time: 60 second Public Service Announcement for Combating West Nile virus
Words: 110

The mosquitoes are coming!

Lets all fight that bite by remembering- standing water left alone keeps those mosquitoes close to home.

Mosquitoes breed in standing water like puddles, old tires, toys, plant saucers and clogged gutters. Even a water-filled bottle cap can be a breeding site . Getting rid of standing water is the best offense for combating west nile virus-carrying mosquitoes.

So fight those bites- get rid of standing water around your home- especially after it rains or you've watered your property.

This message brought to you by the Maryland Pesticide Network and this station. For more information go to mdpestnet.org or call 1-888-NO-POISON. That's mdpestnet.org and 1-888-NO POISON

Sources: Maryland Pesticide Network www.mdpestnet.org/
No Spray Nashville/BURNT www.nospraynashville.org