One key to success for the Summer Food Service Program (SFSP) is to make children and parents aware that the Program is available in their community. Studies show that many parents of eligible children do not know when a SFSP site is nearby. In fact, most parents of eligible children do not know that the program exists.

As discussed with you on our March 28, 2007, conference call, we are forwarding a 30-second public service announcement (PSA) produced by the Mid-Atlantic Regional Office (MARO), working with USDA’s Office of Communications, Broadcast Media and Technology Center, to help sponsors raise their community’s awareness of the Summer Food Service Program. It is a short announcement designed to be aired on local television. The PSA is available in DVD format and in Digital Betacam videotape format. The Digital Betacam tape can be provided to most television media for airing during public service times. We are sending you a copy of the DVD and Digital Betacam videotape (under separate cover).

We encourage you to make the DVD available to your sponsors to view and then make the tape available upon request. Not all sponsors will be able to use the PSA. The PSA may be most useful to those sponsors with “open” sites and, of course, TV stations willing to work with the sponsors. Since these sites are completely open to the surrounding community, the PSA is intended to “invite” children in need of good nutritious meals to seek out local SFSP feeding site(s). Sponsors can preview the DVD to determine if this is a tool that they can put to use in marketing the SFSP in their communities and then contact you for copies of the tape.

At the end of the presentation, the PSA encourages the viewer to contact a telephone number that appears on the screen. Currently, the number that appears is MARO’s toll-free USDA telephone number. A television station will usually have the capability to modify the tape and replace the number. We ask that you notify sponsors to work with their local TV station to modify the tape to display local contact information.
Also attached is a letter that can be modified and sent to sponsors encouraging them to use this tool to raise awareness in their communities. This letter will be available on the PartnerWeb as an attachment to this memorandum.

If you have any questions, please contact Marj DeBoer or Tandy Jones at 303-844-0354.

DARLENE SANCHEZ
Regional Director
Special Nutrition Programs

Attachment
Summer Food Service Program Public Service Announcements

Summer Food Service Program Sponsor:

One key to success for the Summer Food Service Program (SFSP) is to make children and parents aware that Summer Meals for Kids is available in their community. Studies show that many parents of eligible children do not know when a Summer Meals site is nearby. In fact, most parents of eligible children do not know that the program exists.

To help you raise your community’s awareness of Summer Meals for Kids, we are making available a 30-second public service announcement (PSA). It is a short announcement designed to be aired on local television. We are making it available to you in DVD format to view; however, we also have the PSA available in Digital Betacam videotape format. The Digital Betacam tape can be provided to most television media for airing during public service times.

We ask that you preview the DVD to determine if this is a tool that you can put to use in marketing Summer Meals for Kids in your community. We understand that not all sponsors will be able to use the PSA. The PSA may be most useful to those of you with “open” sites. Since these sites are completely open to the surrounding community, the PSA is intended to “invite” children in need of good nutritious meals to seek out your feeding site(s).

At the end of the presentation, the PSA encourages the viewer to contact a telephone number that appears on the screen. Currently, the number that appears is a toll-free USDA telephone number for the Mid-Atlantic Regional Office. A television station will usually have the capability to modify the tape and replace the number. It would be appropriate for you to have your local TV station display local contact information.

If, after viewing the DVD, you feel the PSA is a tool that you can use, we encourage you to contact ________________ at __________ to request a copy of the PSA in Digital Betacam tape format. We will send you a tape(s) for you to utilize in working with your local TV station.

If you have any questions about the PSA, feel free to contact ________________ at ___________________.

Your Signature Block

Attachment