Local radio stations will generally run a 10-30 second public service announcement (PSA). Most do require a script that can be read by the station’s personnel. Emphasis should be placed on the importance to the community. Contact the radio stations to determine who handles PSAs and make contact with that person as early as possible.

**Sample PSA – 15 seconds**

National Veterinary Technician Week is [insert dates]. Credentialed Veterinary Nurses/Technicians are educated professionals who work closely with your veterinarian to ensure the best quality medical care for your pet.

To learn more about Veterinary Nurses/Technicians, visit the National Association of Veterinary Technicians in America online at NAVTA [dot] net, that’s N-A-V-T-A [dot] net.

**Sample PSA - 30 Seconds**

National Veterinary Technician Week is [insert dates], with the theme “[insert theme based on this year’s NVTW poster].” Veterinary Nurses/Technicians work closely with your veterinarian, assistants, practice managers, and other staff to ensure the best quality care for your pet. Credentialed Veterinary Nurses/Technicians are educated professionals who complete a rigorous training course.

To learn more about Veterinary Nurses/Technicians, visit the National Association of Veterinary Technicians in America online at NAVTA [dot] net, that’s N-A-V-T-A [dot] net.

**SAMPLE PROCLAMATION**

A proclamation proposal can be sent to your Mayor or Governor, asking for them to declare the third week in October as National Veterinary Technician Week in your town or state.

**National Veterinary Technician Week Proclamation**

*Whereas*, veterinary technicians are important members of the veterinary health care team, work in veterinary medicine throughout the nation, and are extremely important in the effort to provide quality animal health care to insure the humane treatment of all animals;

*Whereas*, there are over one hundred accredited programs throughout the United States which provide intensive study of the skills and knowledge to work competently as a Veterinary Technician, including, anatomy, physiology, microbiology, clinical techniques, pharmacology, anesthesiology, surgical and medical nursing, radiology, and clinical pathology training;

*Whereas*, it is extremely important that each veterinary technician maintain certification, registration, or licensure through the successful completion of a national and or state examination, practice lifelong learning through continuing education and uphold high ethical standards;

*Whereas*, veterinary technicians will be joining their colleagues across the country to urge all to become aware of the important contribution of veterinary technicians to the health and well being of all animals; therefore be it

*Resolved*, the Executive Board of the National Association of Veterinary Technicians in America does hereby declare that beginning in 1994, the third week in October be designated National Veterinary Technician Week.

*Adopted by the NAVTA Executive Board, 1993.*