

Public Service Announcement

South Jersey Regional Cancer Center
South Jersey Hospital – Millville
1200 High St.
Millville, NJ 08332
(609) 825-3500

Sundae in the Park
Parvin State Park
Almond Road
Pittsgrove, NJ

Start Date: April 15, 1997

Kill Date: June 1, 1997

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:30 seconds, 77 words

Recorded cassette enclosed

CELEBRATE LIFE AS THE SOUTH JERSEY REGIONAL
CANCER CENTER AND THE CUMBERLAND AND
SALEM COUNTY AMERICAN CANCER SOCIETY
SPONSOR "A SUNDAE IN THE PARK" ON SUNDAY,
JUNE FIRST, FROM ONE TO THREE-THIRTY P.M. THE
EVENT, HELD AT THUNDERGUST PICNIC GROVE AT
PARVIN STATE PARK IN PITTS GROVE, IS DEVOTED TO
INCREASING PUBLIC AWARENESS ABOUT CANCER
SURVIVAL. FREE ICE CREAM SUNDAES WILL BE
AVAILABLE TO ALL GUESTS. FOR MORE
INFORMATION, CALL THE AMERICAN CANCER
SOCIETY AT 1-800-ACS-1000.

PUBLIC SERVICE ANNOUNCEMENT REQUIREMENTS

WPVI-TV

1. Spot must be sponsored by and benefit a non-profit organization with 501(C) 3 status. The announcement should promote specific activities, events, or programs of the organization.
2. We have a general policy of not running spots for educational institutions for the purpose of student recruitment. Also, we tend to reject spots which are in any way related to commercial organizations or lobby for a controversial point of view.
3. Message should be of broad interest because we're a regional mass medium.
4. Spots are aired at our discretion throughout the broadcast day. However, we try to place the spot in time periods which appropriately match the audience that the spot seeks to reach.
5. Length of PSA's -- 10, 15, 20, 30, or 60 seconds.
6. Spots should be submitted on one-inch, reel-to-reel videotape or broadcast beta. We also accept written copy for "Community Connection" PSAs.
7. Spots should be submitted at least three (3) weeks in advance of beginning airdate. It's helpful to indicate a start date and a cut-off date for each spot.

Contact: Linda Munich
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