



CSK: 50 Years Strong

The Coretta Scott King Book Awards

Public Service Announcements (PSA) Scripts

TRT :10

Join **[Library/Organization Name Here]** as we celebrate the 50th anniversary of the Coretta Scott King Book Awards. Learn more at **[Library web address here]**.

TRT :15

Celebrate diversity and African American culture as **[Library/Organization Name Here]** joins hundreds of libraries in the celebration of the 50th anniversary of the Coretta Scott King Book Awards. Learn more at **[Library web address here]**.

TRT :20

Experts say a lack of diversity in children's books can be harmful to the social and identity development of children. Join **[Library/Organization Name Here]** as we celebrate equity, diversity and inclusion during the observance of the 50th anniversary of the Coretta Scott King Book Awards. Visit **[Library web address here]** for more information.

TRT :30

[Library/Organization Name Here] will celebrate the 50th anniversary of the Coretta Scott King Book Awards **on/from [date(s)]**. The awards are named after Coretta Scott King, honoring her courage and determination in continuing the work for peace and brotherhood, and commemorating the life and work of her husband, Dr. Martin Luther King, Jr. To learn more about program and events, please visit **[Library/Organization Name Here]**, or **[Library web address here]**.

PSA Lengths:

10 second	20-25 words
15 second:	30-35
20 second:	40-50
30 second:	60-75 words