

SUICIDE PREVENTION ON THE AIR

Station Toolkit for the Second Annual Statewide Campaign

Friday, September 11, 2026 | 7:00 a.m. to 11:00 a.m. | Benefiting SAVE

Thank you for considering this

One year ago, Minnesota radio stations that compete for listeners every day set that aside for a single morning and spoke with one voice about suicide prevention. It worked. Listeners responded, lives were touched, and the money raised went to support SAVE's work and mission.

On Friday, September 11, from 7:00 a.m. until 11:00 a.m., we are doing it again. This page has everything your station needs to be part of it: broadcast ready spots, the facts, and the people to call.

About the campaign

Suicide Prevention on the Air is a four-hour statewide radio event benefiting SAVE, Suicide Awareness Voices of Education, a national suicide prevention nonprofit headquartered in Bloomington, Minnesota, and founded in 1989. Participating stations take part in whatever way fits their format and schedule.

Some carry the full four hours. Others dedicate a segment, a single hour, or a series of live mentions during the morning. What every station shares is the same message: suicide is preventable, help is available, and listeners can make a difference by giving at [save.org](https://www.save.org).

Every gift made during the campaign is matched by the Tosa Foundation. A \$10 gift becomes \$20. \$20 becomes \$40. \$100 becomes \$200.

Funds raised support SAVE's work in education and training, public policy advocacy, support for people who have lost someone to suicide, and lethal means safety.

Two ways to participate

1. Join the morning itself. Carry the campaign during all or part of the 7:00 to 11:00 window on September 11, whether that is the full four hours, one hour, or a single segment, with your own hosts, local guests, and your listeners. SAVE can provide talking points, a guest, and a live read sheet. Contact Al Travis (below) to sign up.

2. Run the pre-promotion spots. Air the :30 and :60 PSAs in the days leading up to September 11 so your listeners know when to tune in and give. Both ways are welcome, and stations that do both see the strongest response.

Broadcast ready spots

Four produced spots are available for download. All are MP3, stereo, 44.1 kHz, 128 kbps. WAV masters are available on request.

Spot title	Length	File name	Tone
Mark Your Calendar	:30	SAVE_30_PSA_Mark_Your_Calendar.mp3	Warm, hopeful save the date

Four Hours, One Mission	:30	SAVE_30_PSA_Four_Hours_One_Mission.mp3	Urgent, punchy call to tune in
You Are Not Alone	:60	SAVE_60_PSA_You_Are_Not_Alone.mp3	Direct message to a struggling listener, then the event
The Power of the Airwaves	:60	SAVE_60_PSA_The_Power_of_the_Airwaves.mp3	Community pride, second year story

Download individual spots or the full set at save.org/radio.

Flight dates: please read

These spots are pre promotion. Each one names the date and the morning time window and asks listeners to mark their calendar.

- Start airing as soon as you receive them.
- Continue through the end of the broadcast day on Thursday, September 10.
- Pull the spots on Friday, September 11. They will be out of date once the event is underway. If you are participating that morning, your own hosts and live reads take over.

Short liners

For stations that can offer a mention but not a full spot, any of these may be read or adapted:

- Friday, September 11, from seven to eleven in the morning, radio stations across Minnesota unite for Suicide Prevention on the Air. Every gift to SAVE that morning is matched dollar for dollar. Mark your calendar, tune in, and give at [save dot org](https://save.org).
- One morning. One mission. Saving lives. Suicide Prevention on the Air, Friday, September 11, seven to eleven a.m., right here. Learn more at [save dot org](https://save.org).
- If you or someone you love is struggling, call or text 988. Free, confidential, twenty-four hours a day. And join us September 11 for Suicide Prevention on the Air, benefiting SAVE.

Key facts for hosts and producers

- Event: Second annual Suicide Prevention on the Air, a statewide Minnesota radio campaign
- Date and time: Friday, September 11, 2026, 7:00 a.m. to 11:00 a.m.
- Beneficiary: SAVE, Suicide Awareness Voices of Education, save.org
- Match: Every gift matched dollar by the Tosa Foundation
- Where to give: save.org
- Crisis line: Call or text 988, free and confidential, available around the clock
- Last year: The first campaign ran September 24, 2025, with stations across the state participating

A note on safe messaging

Talking about suicide on the air saves lives when it is done with care. SAVE asks participating stations to follow a few simple guidelines during the campaign and in any related coverage:

- Do not describe methods or locations of suicide deaths.
- Avoid language such as "committed suicide" or "successful attempt." Use "died by suicide" and "suicide attempt."
- Pair every story of loss with a message of hope and a resource. End segments with 988.
- Include voices of people who have struggled and found help. Recovery is the most common outcome, and hearing it matters.

SAVE's full media recommendations are available at save.org/media/media-recommendations, and SAVE staff are available to brief hosts before the event.

Contacts

To participate on September 11, schedule a guest, or request a live read sheet:

Al Travis, host of The Al Travis Show and a participant in last year's campaign
507-236-6133

For spots, WAV files, technical questions, or interviews with SAVE leadership:

Erich Mische, CEO: (651) 600-1188 or emische@save.org