

SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

- :15** For nearly two centuries, the story of Frankenstein has gripped our imaginations and haunted our nightmares. Come to the **(NAME OF LIBRARY)** to see an exciting new traveling exhibition about Mary Shelley's fascinating book. It begins on **(DAY, DATE)**. Call **(TELEPHONE NUMBER)** for details.
- :20** Everyone knows the story of Frankenstein. Or do they? The tale of the ambitious scientist and the monster he creates in his lab is now nearly two hundred years old. A new traveling exhibition at the **(NAME OF LIBRARY)** offers a fresh look at Mary Shelley's book and its importance in discussions about social responsibility and ethical scientific research. It also shows Boris Karloff as the monster and features colorful posters from Frankenstein movies. Come to **(NAME OF LIBRARY)**, beginning on **(DAY, DATE)** to see for yourself what Frankenstein is all about. Call **(TELEPHONE NUMBER)** for details.
- :30** Most people think they know the story of Frankenstein. But did you realize that Mary Shelley imagined her monster as a sensitive, well-read creature who craved human companionship, not the speechless killer we see in the movies. And Frankenstein is not the monster's name.
- The **(NAME OF LIBRARY)** invites you to explore the fascinating story of the ambitious scientist Victor Frankenstein and the monster he creates in his lab at a free exhibition called "Frankenstein: Penetrating the Secrets of Nature." The exhibition offers a fresh look at Mary Shelley's book and its importance in discussions about social responsibility and ethical scientific research. It also shows Boris Karloff as the monster and features colorful posters from Frankenstein movies. It will be on display for six weeks beginning on **(DAY, DATE)**.
- The Frankenstein exhibition was organized by the National Library of Medicine and the American Library Association with grants from the National Endowment for the Humanities and the National Library of Medicine.
- For more information about the library's schedule of programs for the exhibition, call **(TELEPHONE NUMBER)**.