



## How to Get PSAs Placed *Working with Your Local Media*

The Ad Council engages leaders at national media companies to secure donated media on behalf of all Ad Council campaigns and public service advertising (PSAs).

PSA Directors at local stations receive many PSAs in a typical month and have indicated that they place a priority on PSAs that benefit their local community. The Ad Council logo propels our spots to the top of the list due to their quality and the importance of the messages we brand.

Grassroots involvement in campaign outreach can have a critical impact. As community members, you have a unique opportunity to reach out to media gatekeepers in your community to reinforce the relevance and importance of the End Family Fire (EFF) campaign in your market.

### What Can You Do?

You can share the PSAs through social media, and you can contact your local media directors to encourage them to air these PSAs. Local media directors listen to their residents and grassroots organizations. They are more likely to run PSAs that address issues that matter most to their local communities. Help them recognize that this campaign issue affects their local community and help us get the message on the air.

### **MEDIA TIP:**

Local stations may be interested in interviewing someone from your organization for a story, if available.

*Take the following steps:*

1. Appeal directly to media gatekeepers at stations and media outlets
  - a. Meet to personally develop a relationship, or leverage an existing relationship you may have
  - b. Maintain contact with them to reinforce the importance of the issue
2. Demonstrate the issue's importance to the local community
  - a. Share statistics that have local relevance
  - b. Talk about events taking place in your area or your local organization
3. Point out the benefits of the PSA to the media outlet
  - a. The PSA issue complements the station's programming or news angle
  - b. It improves the image of the media in the community
  - c. It provides high quality advertising for otherwise empty space or time

## Develop a List of Prospects

Concentrate on the local TV stations that you watch, the newspaper that you read, the people who send you a cable bill, etc. These companies make up the media of your community.

Media Type	Description	Who To Contact
<b>Television</b> Broadcast affiliates Independent Stations	These stations produce their own local news and sell advertising to local businesses. Many of these stations are affiliates of a broadcast network like ABC, CBS, NBC, or FOX	Public Affairs Director Community Affairs Director General Manager
<b>Cable</b> Cable systems	Call the company listed on your cable bill, and try to contact all the cable systems in your area. Cable stations often have more time available to broadcast PSAs.	Advertising Director Marketing Director General Manager
<b>Newspapers</b>	Newspapers print only the number of pages needed to fit the articles and paid advertisements for that day. PSAs help them fill out any blank pages or sections. Consider reaching out to neighborhood publications.	Director of Advertising Editor-in-Chief

## Initial Contact with the PSA Director

The first time you contact the media in your community, try to set up a meeting. Acknowledge that media outlets have received the PSAs directly to their station traffic queue through Extreme Reach.

Introduce yourself and explain that you would like to meet to discuss your local organization's role in the community and the **End Family Fire / Secure Firearm Storage campaign**. Be prepared to suggest a date and time and several alternatives.

Familiarize yourself with campaign resources and PSAs on the [End Family Fire toolkit](#).

## CALL THE MEDIA

1. Around Gun Violence Awareness Month (June)
2. Around an upcoming local event or activation

### Do....

- Show and discuss the PSAs
- Make a personal connection
- Discuss local relevance
- Frame the campaign as an effort to address safe gun storage and encourage responsible gun ownership
- Reiterate that the campaign is nonpartisan and nonpolitical

### Don't...

- Be unprepared. Take a moment to understand the goals of the meeting, benefits of the PSAs, and the materials available
- Make politically charged comments about the issue

## **The Meeting**

When you meet with the media, you need to know what you are asking them to do, and what you are trying to accomplish. Do your research - you want to find out what social issues are important to the company you are visiting, how they support those issues, and events that they sponsor. This may uncover an opportunity for you to partner on an event or respond to an incident in your community

### ***Sample Questions:***

- Does your station/newspaper/magazine have a specific policy regarding public service advertising?
- Are you focusing on any particular public service or community initiatives?
- Are there opportunities to partner with you on upcoming events?
- How can we be a resource to your station?
- Do they have sponsors who also care about family and community issues?

## **Be Prepared – Possible Responses to the Campaign**

### ***We produce our own station campaigns.***

Let's work together. We can support and enhance your public service initiatives by providing up-to-date information and research as well as local resources (i.e., 1-800-number, websites, etc.). We can be a resource for you.

### ***We have a policy against supporting any PSAs***

Try to find out why. This policy may be based on a misconception. Mention that this is an Ad Council campaign. Some stations will air PSAs from the Ad Council because of the production quality and the rigorous vetting process.

### ***This is not an important issue to our community.***

Discuss the issue on a local level. Share statistics and results that you have seen in the community since the onset of the campaign.

## **Follow Up**

After your meeting or phone call, follow up. Send a thank you note to your contact and provide any follow up materials that you promised.