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## PLACE PUBLIC SERVICE ANNOUNCEMENTS

Rotary clubs and districts across the world are participating in a global public service announcement (PSA) campaign to promote Rotary's ideals and humanitarian programs. Inquire if the station runs PSAs. If it does, please fax Rotary International at 847-866-8237 to request recorded audio or scripts of radio messages. Rotary will send the audiotapes to you or directly to the stations.

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## ESTABLISH RELATIONSHIPS

Get to know the appropriate radio Station Manager, Program Director, or News Director, and establish your regular contact person. Tell the Station Manager about Rotary.

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## TRY TO GET A COMMITMENT

Play the tape for the Station Manager. Give the tape to the manager. Try to close the deal . . . try to get a commitment. Do your best to avoid those less effective middle-of-the-night time slots.

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## WORK TO REQUIREMENTS

Present stories in the required format – hard copy or electronically – and remember that radio stories **MUST** be **VERY BRIEF**. Radio stations work on **TIME** and **LOCAL INTEREST**. Be certain stories relate to the local community. Encourage and arrange support advertising at every opportunity. Use the telephone regularly and well! Maintain regular telephone contact with key people at the station. Offer to talk with “talk back” hosts on air and support the radio station wherever possible.

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## COMMUNICATE REGULARLY

Keep your local radio station updated on important dates. Assist with providing opportunities for outside broadcasts and live interviews. Invite their presence and involvement in major events. Always remember to say **THANK YOU** and acknowledge various forms of media support on club publications.

Invite the radio Station Manager or station personalities to be guest speakers at Rotary clubs. Invite them to be part of dynamic community projects. Illustrate Rotary's value to the community and invite them to join your Rotary club or attend regularly as a guest.

Call again later to thank the station or send a thank-you note . . . or call to personally ask “Why not?”