

1

PLACE PUBLIC SERVICE ANNOUNCEMENTS

Contact the Public Service Director or the Community Affairs Director to inquire if he or she is willing to run Rotary TV public service announcement (PSA) spots. If yes, ask what length and tape format the station accepts. Obtain all the contact information for the station.

Download and fill out the TV Station Videotape Request Form at www.rotary.org/newsroom/downloadcenter/pdfs/psa_him_videotape_form_en.pdf. Fax your request to Rotary International at 847-866-8237. Rotary will then send the broadcast-quality videotape to you or directly to the TV station.

2

ESTABLISH RELATIONSHIPS

Identify the television facility that will be of most use to your Rotary club and make contact with the Station Manager, Community Service Manager, and other appropriate employees. Remember, regional television stations are usually more disposed to community service stories than major city stations and networks. Tell the Station Manager about Rotary.

3

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.

4

WORK TO REQUIREMENTS

Many stations work to a quota of community service-related announcements and these can be of immense value to generic Rotary programs. Seek advice from appropriate people at the station on how to best access some of the quota. Utilize quality resources. Professionally produced footage on the appropriate broadcast-quality tape has a better chance of airtime and requires less input from the station.

5

COMMUNICATE REGULARLY

Talk with your contact person regularly. Television is the most difficult of all media to access, so always utilize every possible Rotary contact. Invite representatives of senior station management to address and join Rotary clubs. Never rely on major stations to “network” information to their feeder stations – ALWAYS make *direct* contact with key people at feeder stations. Because of the visual qualities of television, acknowledgement and promotion becomes even more important in ongoing relationships with Rotary clubs. Offer to assist the station wherever possible, e.g., telethons, community events. Sell the fact that a station’s “partnership” with Rotary enhances their standing as a responsible corporate citizen in the community.

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