

## Tips for Getting a PSA on TV

Getting a PSA played starts by having a quality spot, something that station managers see is engaging and that will catch the viewer's attention.

### 1. Meet in person

E-mail or call the station manager requesting a short meeting. Stations are inundated with PSAs, so at an in-person meeting you can bring the good work Lions clubs are doing in your community to life. Besides, it's harder to say "no" to a person who is passionate about a cause in a face-to-face meeting.

### 2. Bring a prominent supporter

This could be a person or representative of a group that Lions have helped or a Lions member who is well-known and well-connected in the community. This will also encourage station managers to air your PSA in prime time slots. It helps if this person does a lot of local business advertising since station managers will be more inclined to support organizations and the causes of current or potential advertisers.

### 3. Tell your story succinctly

Prepare short talking points that demonstrate the impact Lions clubs have in your community. Be specific about who Lions are trying to reach and your goals. Also have a clear call to action you want your audience to take.

### 4. Make it personal

Discuss how Lions are helping fill community needs and explain how the station's airing of this PSA will be valuable in meeting these needs. Share a story of how Lions have helped the community or a community member, or provide a written testimonial that will move the station manager on an emotional level.

### 5. Ask for a schedule

It's easy for a station manager to accept a PSA but never air it or give it airtime at three in the morning. Close your pitch with a specific request. For example you could say, "We would like to launch this PSA during the evening news on (give a specific date). Then we would like it to be scheduled for the entire month of (select the appropriate month)." General managers will often give more airtime than promised if they like the cause and the spot.

### 6. Stay in touch

It's critical that you send a thank you letter and e-mail to the station manager after the meeting. If you see the PSA running in a good time slot, quickly send an e-mail or a card saying that you and other Lions saw it and that Lions appreciate such great placement. Also follow up with any results of the PSA, whether it's an increase in volunteers or support for Lions clubs. Stations continue to help causes that express appreciation and show the station's efforts are having an impact in their community.

### 7. Well-crafted letter

If you aren't successful in landing a meeting with the station manager, contact the community affairs director. If you can't get a face-to-face meeting, send the PSA along with a well-crafted letter from the Lions club and a letter of support from a person or community group Lions has helped.

### 8. Remember never to give up

Persistence pays off when trying to get a PSA on the air.

*Adapted from tips provided by Gary Mueller of Serve Marketing*