



Sex Has Consequences Public Service Announcements Tips for Placing PSAs

The Sex Has Consequences PSAs were created by young people, for young people. These 15- and 30- second PSAs are the result of a national contest for young filmmakers and were judged by a panel of teens. We believe that these PSAs will benefit communities nationwide by increasing awareness, motivating others to get more involved in teen pregnancy prevention, and sparking conversations among teens. We hope that organizations will get these PSAs on cable and local television stations around the country.

Broadcasters serve communities by donating airtime for PSAs in their programming schedules. Television stations receive a number of PSAs from various organizations seeking to garner awareness for their issues. Station decision-makers are free to pick and choose from the lot according to their policies and interests on an as-needed basis. The following tips can help these PSAs get to the top of the pile:

1. Identify and Contact Target Stations

Identifying your target television stations and finding out their PSA requirements are important first steps towards getting these PSAs on the air in your community. Take the time to compile a list of stations you'd like to approach. Your state's Association of Broadcasters may publish an annual directory of television stations that lists addresses and key contacts. Some states even offer an online directory.

Most stations are willing to provide pertinent information, such as:

- Audience demographics
- Desired format of PSAs
- Required length(s) of PSAs
- Delivery preference and requirements
- Name of appropriate contact (e.g. station manager, public service/affairs director, etc.)
- Mailing address
- Return options/procedure

This information will help you identify appropriate stations and learn more about their PSA placement policies.

2. Develop a Timeline for Your PSA Outreach

Television stations have different procedures for submitting PSAs, but most stations suggest that you make your requests for airtime at least two weeks in advance. Be sure to research each station's requirements in advance and develop a timeline for your outreach.

If stations decide to run the PSAs, you will likely not have control over their placement and scheduling. Stations choose to donate available airtime and space as a public service, so they call the shots. These PSAs are designed to be used year-round. However, if you have specific scheduling needs, you should let them know well in advance of your requested dates.

3. Develop and Deliver Your PSA Package

It's recommended for your PSA package to include:

- Cover letter (include date requested to start/stop airing PSA)
- PSA details (title, length, subject matter)
- Format and number of tapes provided (for return, note tape as "pick up" or "destroy")
- Fact sheet about your organization

These PSAs can be customized by your organization. You can ask your local broadcast station to personalize the PSA for you by adding your information to the end of the PSA. If you do edit the PSAs, please make sure to leave all National Campaign messaging intact. **Additionally, the National Campaign can customize these PSAs for your organization.** For more information and a cost estimate, please contact mrosst@thenc.org.

Prepare the cover letter on your organization's letterhead and be sure to include contact information. Provide the name and daytime phone number of a point person at your organization in case the station has questions or needs more information.

If possible, schedule a meeting with the appropriate representative from your target television stations to deliver you package. If you are successful in scheduling a meeting, make sure that you are well-prepared. Preparation for a face-to-face meeting can mean the difference between success or having your PSA sit on the shelf. After each meeting, follow up with a thank-you note expressing appreciation for the station's time and attention to the issue.

Remember, all is not lost if you are unsuccessful in scheduling a face-to-face meeting. Simply deliver your PSA package by mail or courier and be persistent in your follow-up.

4. Track Your Success and Tell Us What You're Doing

If you are successful in getting these PSAs on the air, ask volunteers to watch for them and to call stations with words of support after each airing. Also, remember to call your contact personally or thank them with a note of appreciation for the time that the station has donated. You might also want to keep the station informed of your organization's impact in the community. If the station feels good about your success, they may be more likely to help you out in the future.

Also, remember to keep track of the financial value of these free placements and use these figures in your promotional materials, proposals for funding, and other materials.

Finally, the National Campaign wants to know how you are using these PSAs. Please send a note—it doesn't have to be more than a few sentences—to mrosst@thenc.org and let us know how you are sharing the PSAs with your co