

## **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). The PSAs are distributed to all 210 designated marketing areas (DMAs) through Extreme Reach.

Local media outlets provide a great deal of donated time and space on behalf of Ad Council PSA campaigns. But since the competition for donated inventory is high, 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 convince outlets that these messages are important to their audiences.

### **What Can You Do?**

You can play a role in raising awareness about the Prediabetes Awareness Campaign by sharing the PSAs through social media and by contacting your local stations and encouraging them to run these PSAs. Make it known that prediabetes is a serious issue affecting their local community and help us get the message on the air.

#### **Take the following steps:**

- Appeal directly to decision makers at stations and media outlets
  - Call to personally develop a relationship, or leverage an existing relationship you may have
  - Maintain contact with them to reinforce the importance of the issue
- Demonstrate the issue's importance to the local community
  - Share statistics that have local relevance
  - Talk about events taking place in your area or your local organization
- If applicable, offer your expertise as a resource to the media
  - Be available for interviews
  - Offer local statistics and research, or info for their news station web page

## Develop a List of Targets

Concentrate on the local TV stations that you watch, the radio that you listen to, the newspaper that you read, your cable company, etc. These companies make up the media in your community.

Media Type	Description	Who to Contact
<b>Television</b> Broadcast affiliates Independent stations	These stations produce their own local news and also sell advertising to local businesses. Many of these stations are affiliates of a broadcast network like ABC, CBS, NBC, or FOX.  For instance, in Atlanta the ABC affiliate is WSB-TV. <b>Be sure to contact the staff at your equivalent of WSB-TV and not at the national ABC television network.</b>	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 Manger
<b>Radio</b>	Contact the radio stations that reach your target audience.  Radio stations are formatted for very specific audiences.	Public Affairs Director  Community Affairs Director
<b>Newspapers</b>	Newspapers are the most difficult medium in which to place PSAs, because they can print only the number of pages needed to fit the articles and paid advertisements for that day.	Director of Advertising Editor-in-Chief

## Initial Contact with the PSA Director

The first time you contact the media in your community (by phone, e-mail or letter), try to set up a dedicated call. You'll find that contacts at media outlets are generally people concerned with the community and may make time to speak with you. Most media outlets are familiar with the Ad Council and know that the Ad Council represents issue-experts. They trust that Ad Council PSAs are generally of high quality.

For TV and radio stations, media outlets will have received PSAs directly to their station traffic queue through Extreme Reach. Familiarize yourself with the titles of the PSAs that they have received by looking at the Prediabetes Awareness Toolkit or [www.AdCouncil.org](http://www.AdCouncil.org).

Please note: the focus of this campaign is on prediabetes awareness, but when marketing the ad campaign to media outlets and asking for support, the campaign is being positioned as the “Type 2 Diabetes Prevention Campaign”.

### **Introduce Yourself**

Once you locate the right person, contact them with basic information on the campaign.

- Tell them why you are writing or calling
- Let them know that they have already received the PSAs through “Extreme Reach”
- Give them two or three vital statistics pertinent to your community
- Inform them of any recent news stories that focus on prediabetes
- Briefly explain the goal and strategy of the campaign and how it will benefit their viewers, listeners, or readers (refer to national outreach e-mail)

### **Sample Questions to Ask:**

- The ultimate ask: will you support this campaign in donated inventory?
- Are you focusing on any particular public service or community initiatives?
- Does your station/newspaper/magazine have a specific policy regarding public service advertising?
- Are there opportunities to partner with you on upcoming events?
- How can we be a resource to your station?

### **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. Has prediabetes or type 2



diabetes been in the news lately? In preparation for your meeting, review the latest prediabetes statistics.

### **Follow Up**

After your call, follow up. Send a thank you note to your contact and provide any follow up materials that you promised. These materials can include:

- A link to view or download the assets on the Prediabetes Awareness Toolkit or [www.AdCouncil.org](http://www.AdCouncil.org)
- Type 2 Diabetes Prevention Fact Sheet
- Local stats and facts on prediabetes
- Previous prominent news clips that feature prediabetes

### **Questions?**

For more information, please contact the Ad Council team here:  
<https://www.adcouncil.org/contact-us>