

How to Overcome Objections from Media Gatekeepers

OBJECTION #1: "I just don't have enough time for all the PSAs I receive."

RESPONSE:

Recognize the pressure the station is under concerning PSA time, and that there are many valid issues from which to choose. Yet, remind them that our children are the future of our communities, and parent involvement is a proven factor in student success. When parents are involved, students achieve more, schools perform better, and communities are ultimately stronger. PTA® is the original and premier parent involvement group in schools. We help parents connect to their children's schools and education.

OBJECTION #2: "This issue is not locally relevant."

RESPONSE:

Be prepared with facts. Explain that students with involved parents are more likely to earn higher grades and test scores, pass their classes, attend school regularly, have better social skills, and go on to postsecondary education. Talk about the results you've seen from parent involvement, for your own kids and others. Also share how your unit supports the school and community and the events you hold each year to engage parents and building partnerships between families, school, and community.

OBJECTION #3: "The issue does not match my station theme for this period."

RESPONSE:

Ask what the theme is. Acknowledge the difficult place you put the media gatekeeper in and assure them that the issue deserves the commitment of their station and its valuable airtime. Determine if the PSA message can fit into an extended definition of their theme. If the objection still stands, ask when the policy is likely to change and when would be an appropriate time to contact the station again.

OBJECTION #4: "We need quality PSAs."

RESPONSE:

Point out that the PTA PSAs cut through the clutter with a humorous approach to an important topic for all families.

A FINAL NOTE:

Be prepared to leave PTA information with the media gatekeeper. Leave information either from your local unit or from the PTA national association. See in particular the PTA Fact Sheet included with these PSA resources.