

How to Support a PSA Campaign at the Local Level

1. Preview the PSAs and review the support materials on this site, www.tvaccessreports.com/pta.
2. Identify the names and phone numbers for the television and radio stations that you'll want to target in your area.
 - a. Review the television and radio station receiving lists (which received PSAs in the national campaign) as well as the national television and radio station lists (additional PSA-supportive stations).
 - b. Sort the lists for your area using the pull-down menus.
 - c. If you need help, you can contact Ken Hempel at TV Access (ken@tvaccess.com or 630-389-2200).
3. If stations you want to target have not already received the PSAs, order a copy for each station from TV Access. TV Access will send the PSAs in the station's preferred format.

HOW TO ORDER PSAs from TV Access:

 - a. Online: www.tvaccessreports.com/pta
 - b. Phone: 630-389-2200
 - c. Fax: 630-761-2668
4. Decide whether you will make the presentations to stations or whether there are other persuasive and articulate volunteers who can make the presentations on behalf of the unit. A career sales representative or other business management person with experience making presentations might be ideal.
5. Once the stations have received the PSAs, call each station, introduce yourself as a representative of your PTA, and ask for a 20-minute meeting with the contact person listed by the station. If the primary contact is not available, ask for a meeting with the station's public service director, programming manager, or general manager to play the PSA and explain the importance of parent involvement and PTA in your community. Remember, it's that person's job to meet with people like you, so s/he will probably be more than willing to meet with you. If you are unable to visit the station in person, be sure to at least follow up via phone, e-mail, or postal mail.
6. Before the meeting, review the PSAs again and gather information on PTA and parent involvement: the benefits of parent involvement for students, schools, and communities; the PTA Fact Sheet provided on this site; information on how your unit supports the local community and engages parents; and details on how families can get involved through PTA. Consider bringing another articulate local parent to share their testimony about parent involvement and PTA. It always helps to make the story come alive with real experiences.
7. Review "How to Overcome Objections from Media Gatekeepers" to anticipate how stations might react to your presentation and to be prepared with appropriate responses.
8. When you arrive at the station:
 - a. Introduce yourself and your guest if you have one.
 - b. Thank the station contact for taking the time to see you.

- c. Explain the importance of parent involvement and how PTA connects families, schools, and communities to support student success. A fact sheet about PTA is provided on this site, but also bring information about your local unit. Use this information to reinforce the communication the station may have already received from PTA.
- d. Hand the storyboards (television) or scripts (radio) to the media gatekeeper. If at all possible, try to have the gatekeeper view or listen to the actual spots.
- e. Ask if the gatekeeper has any questions and answer or offer to get answers if you do not know the answer.
- f. If appropriate, offer to be a resource for spokespeople if the station ever needs one on parent involvement or school topics.

9. Most important, ask the station to commit to run these PSAs as often as possible during the next year.

10. When the station agrees, check that it can find its copy of the PSA or offer to have a(nother) copy sent in the station's preferred format.

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12. After about a week or so, consider following up with a phone call or note to thank them for their time and ask if they need any additional information. But be careful: Don't keep calling to ask when your PSA will air, as such calls may be counterproductive.

13. When a station in your area uses the PSAs, please *thank* the station with a call or note. You may also want to include a thank-you in your next PTA newsletter and send a copy to the station. Your words of thanks can go a long way in getting the station to continue to run the PSAs.

- a. You can access reports of television and radio stations airing the PSAs on this site, www.tvaccessreports.com/pta.
- b. Sort the lists for your area using the pull-down menus.