

4th Annual Kicking Butts on Film (...and Radio!) Contest

Submitting Your PSA to Local Television and Radio Stations

I created a PSA - what else can I do with it?

Your PSA can impact others. Thousands of local television stations across the country accept public service announcements (PSAs) promoting information for the public good. PSAs are intended to modify public attitudes by raising awareness about specific social issues like ours.

Here are some suggestions and tips:

- ✗ **Ask around about local television and radio stations in your area** - you may know some of them by name, but ask your family and friends what local television stations are in your area so you can begin contacting them.
- ✗ **Research contact information** - Go online and search the Web for the specific television or radio stations that you wish to contact. Many stations include guidelines on their Web sites for PSA submissions. If they don't, there should be contact information (a phone number or email) you can use to contact the station, and then ask for the person who deals with PSAs.
- ✗ **Talk to the right person** - Many television and radio stations have a PSA department that handles all PSA submissions. Usually the main person to get in touch with is called a PSA Director, Community Affairs Director or Program Manager. If they don't have a person with any of those titles, ask for the best person to talk to about PSA submissions.
- ✗ **Describe your PSA** - Television and radio stations usually only accept PSAs from non-profit organizations. Begin your conversation with the PSA Director by describing that your PSA is for Kick Butts Day, an event organized through the Campaign for Tobacco-Free Kids (a registered non-profit). If you are involved in a tobacco-related organization at school or in your community, also mention the group's name or the name of your school. It also helps if you describe what takes place in your PSA and the message you are giving .
- ✗ **Ask for the preferred length** - For the Kicking Butts on Film (...and Radio!) contest, you had to submit a 30 second PSA. Many stations accept 30 second PSAs; however, others require 10, 15, and 20 second PSAs and sometimes they accept those up to one minute long. Make sure find out the correct length before submitting your PSA and edit it accordingly.
- ✗ **Ask for the correct format** - Some stations prefer certain formats for PSAs. Some stations require Beta SP or DVC Pro formats, while others accept submissions online or on a CD or DVD. Make sure to ask for the appropriate format and if they prefer to receive your PSA through the mail (hard copy) or online (attached file).
- ✗ **When is the deadline?** - Contact the station and find out how far in advance they need your PSA. We suggest submitting your PSA a few weeks ahead of Kick Butts Day (in order to have it play on March 21, 2012). Some stations require you to submit your PSA two to six weeks prior to an event. Other stations accept PSAs throughout the year regardless of a specific event.
- ✗ **When will I see my PSA?** - Most stations broadcast PSAs early in the morning or very late at night. Ask the station to consider placing your PSA in an available day or prime-time spot, at a time when you and your peers would be watching television.
- ✗ **Be easy to contact** - Make sure to include your contact information (phone number and email address), regardless of how you contact the station, and a description of your PSA. The PSA Director should contact you if the station plans on using your PSA, but make sure to keep their contact information on hand to follow up if you do not hear anything.