



PITCHING PUBLIC SERVICE ANNOUNCEMENTS TO LOCAL MEDIA

The Take Pride in America® Public Service Announcements (PSAs) are a great way to inform individuals in your community about getting outside and actively volunteering. With your help we can make sure potential volunteers all over the Nation hear about the importance of giving back to our public lands.

Copies of the Take Pride broadcast PSAs are available in both DVD and Beta SPs and available upon request. Simply let us know how many are needed and what station is interested, we will be happy to send the appropriate format.

1) **Assemble your list of stations and their addresses in your area or selected area of your choice.** All major ABC, CBS, Fox and NBC stations will have affiliates that broadcast in your area. Local independent stations such as the WB and UPN also service selected areas, and would provide good options for airtime. If you don't have a media guide, you can get this information from the Take Pride staff or, courtesy of Outdoor Industry Association, at <http://capwiz.com/outdoorindustry/dbq/media/>. Click on your state and scroll down to television stations and then click on each station you intend to contact. You can copy the address, including phone number, and paste the information into your target list.

2) **Call the television station and ask for the Program Director.** If the receptionist asks you why you want to reach the Program Director, explain that you are calling to discuss the local importance of the Take Pride national PSA. The receptionist may suggest an alternative person, such as the Public Affairs Director – and that is fine.

3) **When you are connected to the Program Director or alternative, do not be surprised to go into a voice mail account.** These people are, by the nature of their jobs, on the phone a great deal. Whether talking live or to voice mail, here is our advice:

A) **Be enthusiastic** in tone.

B) **Begin by explaining who you are** (full name, title and organization and your relationship to Take Pride) and saying that you are calling to follow-up on a PSA recently mailed to the station – the Take Pride in America PSAs featuring Clint

Eastwood.

C) **Tell the local public lands story** – Federal, state and local – and share some information about the importance of volunteerism on these lands.

D) **Tell him/her how excited we are to have Clint Eastwood telling the Take Pride story**, and note that he is truly involved. Tell them he did the initial Take Pride PSAs in 1987 and currently serves as a California State Parks commissioner.

E) **Ask whether he/she has viewed the Take Pride PSAs. If they have seen the PSA, ask whether and when a decision will be made on if and when the PSAs will be used by the station.**

F) **If he/she indicates no recognition of the PSAs, let him/her know that the PSAs can be seen at <http://www.prnewswire.com/mnr/takepride/22353/>.** Tell him/her that you can arrange for an additional copy of the PSAs to be sent to them if the original cannot be located and they are interested. Give him/her your contact info – especially a telephone number and email address.

4) **Send TPIA staff in Washington a short report** on your conversation (date, name of individual/title, station call letters and summary of communication) – especially if there needs to be follow-up, such as a replacement PSA cassette sent out. Any information can be sent to Jenni Garrison at jennifer_garrison@ios.doi.gov.

5) **Stay in contact with the station.** We will be receiving reports on use of the PSAs from MultiVu, but there will be a substantial delay between use and report. Nonetheless, if “your station(s)” used the PSAs, please call the Program Director and express appreciation!

CONTACT THE TAKE PRIDE OFFICE WITH ANY QUESTIONS – (202) 208.5848 OR TAKEPRIDE@IOS.DOI.GOV