

# How to Get PSAs Placed

## Working with your local media

The Ad Council engages leaders at national media companies to secure hundreds of millions of dollars worth of donated media annually on behalf of all Ad Council campaigns. To further solidify our relationship at the local level, Regional Managing Directors are deployed to the top 100 markets to champion campaign messages, thereby securing local donated media.

This multi-layered media outreach strategy maximizes national and local support to deliver premier media placements, nearly 70 percent of which air in highly coveted times during the day and early evening.

PSA Directors (PSDs) receive many PSAs in a typical month and have indicated that they place a priority on PSAs that benefit their local community. Having the Ad Council logo propels our spots to the top of the list due to their quality and the importance of the messages we brand. In fact, 9 out of 10 PSDs reported placing an Ad Council PSA as part of their media mix.

The majority of donated media time and space is given by the local media. While the government requires the broadcast media to conduct public service, it does not require a specific amount. And since the demand for advertising is high, the media cannot donate as much time and space to public service advertising. That is why grassroots involvement in campaign outreach can have a critical impact.

As community members, you have a unique opportunity to reach out to the PSA Directors in your community, supplementing our efforts, to convince PSDs that these messages are important to their audiences.

### What Can You Do?

As a local partner, you can play a role in raising awareness about the Ad Council's Child Passenger Safety campaign not only by sharing the PSAs with your friends and colleagues through social media, but also by contacting your local PSDs and encouraging them to run these PSAs. Local media directors listen to their residents and grassroots organizations, and they are more likely to run PSAs that address issues

#### **MEDIA TIP:**

News and talk radio stations are typically most supportive of PSAs. They may also be willing to have someone from your organization on the air for an interview, particularly if the issue is topical and in the news.

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that matter most to their local communities. Make it known that this is an important issue and help us get the message on the air!

*Take the following steps:*

1. Appeal directly to the PSA Directors:
  - Meet with them personally to develop a relationship, or leverage an existing relationship you may have.
  - Maintain contact with them to reinforce the importance of the issue (e.g., sending news articles or info as appropriate or checking in at key time periods).
2. Demonstrate the issue's importance to the local community:
  - Share statistics that have local relevance.
  - Talk about events taking place in your area.
3. If applicable, offer your expertise as a resource to the media:
  - Be available for interviews.
  - Offer local statistics and research.
  - Provide information for their news station web page.
4. Point out the benefits of the PSA to the media outlet:
  - The PSA issue complements the station's programming or news angle.
  - It improves the image of the media in the community.
  - It provides high-quality advertising for otherwise empty space or time.

## Questions?

For more information, please contact Elena Korn, Ad Council Assistant Campaign Manager, at [ekorn@adcouncil.org](mailto:ekorn@adcouncil.org), or Elizabeth Nilsson, NHTSA Campaign Manager, at [Elizabeth.Nilsson@dot.gov](mailto:Elizabeth.Nilsson@dot.gov).