

HOW TO GET SKILLS-FIRST HIRING - *TEAR THE PAPER CEILING* PSAS PLACED IN YOUR COMMUNITY

WORKING WITH YOUR LOCAL MEDIA

The Ad Council engages leaders at national media companies to secure donated media on behalf of all Ad Council campaigns and public service advertising (PSAs).

PSAs were once a requirement for any station as part of their Federal Communications Commission (FCC) licensing. While that is no longer the case, most still adhere to dedicating a certain portion of airtime to these messages that impact the public good.

PSA Directors (or their equivalent) at local stations receive many PSAs in a typical month and place a priority on PSAs that benefit their local community. However, the Ad Council logo propels the Skills-First Hiring - *Tear the Paper Ceiling* spots to the top of the list due to their quality. It is important to note that your efforts on the ground, fostering a relationship with the station, can make a huge difference.

WHAT CAN YOU DO?

As a first step, you can share the campaign PSAs on social media using the guidance provided in this toolkit.

Next, you can contact your local media directors to encourage them to run these PSAs on local TV, radio stations, and newspapers. Media directors absolutely listen to their residents and grassroots organizations for what to support at the local level.

Take the following steps:

1. Learn who controls PSA placement at your local stations and schedule a meeting to develop a relationship.
2. Maintain contact with them to reinforce the importance of the issue or learn of any changes in personnel and who controls placement.
3. Demonstrate the issue's importance to the local community.
 - Share statistics that have local relevance.
 - Talk about events taking place in your area or your local organization.
4. If applicable, offer your expertise as a resource to the media.
 - Be available for interviews.
 - Offer local statistics, research, or information for their news station's website.
5. 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.

Resources are available for download on the Skills-First Hiring page on AdCouncil.org.

HOW TO DEVELOP A LIST OF PROSPECTS

Concentrate on the local TV stations that you watch, the newspaper that you read, and the people who send you bills. These companies make up the media of your community.

MEDIA TYPE	DESCRIPTION	WHO TO CONTACT
Television Broadcast Affiliates Independent Stations	These stations produce their own local news and sell advertising to local businesses. Many of these stations are affiliates of a broadcast network like ABC, CBS, NBC, or FOX.	Public Affairs Director Community Affairs Director General Manager
Cable Cable Systems	Call the company listed on your cable bill, and try to contact all the cable systems in your area. Cable stations often have more time available to broadcast PSAs.	Advertising Director Marketing Director General Manager
Newspapers	Newspapers print only the number of pages needed to fit the articles and paid advertisements for that day. PSAs help them fill any blank pages or sections. Consider reaching out to neighborhood publications.	Director of Advertising Editor-in-Chief

INITIAL CONTACT WITH THE PSA DIRECTOR

Try to set up a meeting the first time you contact the media in your community. Mention that media outlets may have already received the PSAs directly to their station's PSA traffic queue. Introduce yourself and explain that you would like to meet in order to discuss your local organization's role in the community and the Skills-First Hiring - *Tear the Paper Ceiling* campaign. Be prepared to suggest a date, time, and several alternatives.

<p>DO</p> <ul style="list-style-type: none"> • Show and discuss the PSAs • Make a personal connection • Discuss local relevance • Frame the campaign as an effort to address safe gun storage and encourage responsible gun ownership 	<p>DON'T</p> <ul style="list-style-type: none"> • Be unprepared – take a moment to understand the goals of the meeting, benefits of the PSAs, and the materials available • Make politically charged comments about the issue
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THE MEETING

When you meet with the media representative(s), you need to know what you are asking them to do, and what you are trying to accomplish. Do your research — you want to find out what social issues are important to the company you are visiting, how they support those issues, and events that they sponsor. This may uncover an opportunity for you to partner on an event or respond to an incident in your community.

Sample Questions:

- Does your station/newspaper/magazine have a specific policy regarding public service advertising?
- Are you focusing on any particular public service or community initiatives?
- Are there opportunities to partner with you on upcoming events?
- How can we be a resource to your station?
- Does your station/newspaper/magazine have sponsors who also care about community issues?

BE PREPARED: POSSIBLE RESPONSES TO THE CAMPAIGN

We produce our own station campaigns.

Let's work together. We can support and enhance your public service initiatives by providing up-to-date information and research as well as local resources. We can be a resource for you.

We have a policy against supporting any PSAs.

Try to find out why. This policy may be based on a misconception. Mention that this is an Ad Council campaign. Some stations will air PSAs from the Ad Council because of the production quality and the rigorous vetting process.

This is not an important issue to our community.

Discuss the issue on a local level. Share statistics and results that you have seen in the community since the onset of the campaign.

FOLLOW UP

After your meeting or phone call, follow up. Send a thank you note to your contact and provide any follow-up materials that you promised.