

Video PSA Promotional Tips

- Directly contact your respective TV stations in your area – as broadcasters are more likely to play a PSA if a local organization contacts them with a request to play it – *note: media are not obligated by law or other requirements to play PSAs, but they are far more likely to do so if they hear from you!*
- Be prepared to pitch your agency, what it does to help those in the community. This can include statistics, overview of services provided, special events, etc. Look at this as an opportunity to educate them about the critical and life-saving services your agency/organization provides. *If you have a media kit, use it.* Otherwise, provide the station staff/contact person with information about your organization, including its mission and goals.
- If the station contact person declines an offer to meet, don't press it. Ask if you can send them background information on your agency/organization (see more in "additional tips" section on next page).
- Work together with other victim service provider agencies in contacting TV stations. If there is a centralized telephone number or website for your area, ask that it be edited into the last part of the video PSA (the local tag). If this is not doable, please be assured that the Pa Crime Victims' website will allow viewers to find services within their county/community.
- Connect the video PSA to a local event – this could possibly lead to additional (read *free*) publicity for your organization. The TV station(s) may want to cover your event, in addition to airing the PSA.
- Use the enclosed DVD at community events – this DVD can be played during conferences, seminars, etc...and can be "looped" and repeatedly played in gathering areas in between workshops, etc.

Additional Tips

- When pitching the video PSA to TV stations, whether by phone, email or in person, feel free to use the following tips:
 - Less than half of all violent crimes are reported to law enforcement. If people in your community are aware of the services available to victims of crime and their rights, it may enhance their capacity to report crimes and make communities safer places.
 - Because most of their viewers have themselves been touched by crime, or know someone who has been victimized, the station will be offering its viewers vital information that is timely, relevant, and in some cases, life-saving.
 - The ‘tags’ at the end of the PSA will allow victims of crime and survivors the opportunity to learn about the many programs available in the community to help them recover from the physical, emotional, financial and spiritual impact of crime and victimization.
 - Again, this is also a good time to hone in on what your agency/organization is doing in the community, services you provide (including statistics), and any partnerships with other agencies/organizations (such as the United Way, various non-profits, religious organizations, etc.).