

## **Family Violence Prevention Fund**

### **Media Outreach Information**

#### **Make PSAs Work For You. Localize!**

PSAs can help build awareness about domestic violence. They can help build awareness for your organization or your program, too. You can add “tags” with your organization’s name and contact information (usually a toll-free or local phone number) to FVPF’s produced television and radio commercials as well as our various posters and other materials.

#### **Who to Contact**

##### **Television:**

Broadcast affiliates and independent stations produce their own local news and also sell advertising to local businesses. Many of these stations are affiliates of a national broadcast network like ABC, CBS, NBC, FOX, WB or UPN. For instance, in Atlanta the ABC affiliate is WSB-TV. Be sure to contact the staff at your equivalent of WSB-TV and not at the national ABC television network. You’ll want to get in touch with your local station’s Public Affairs Director, Communications Affairs Director, or General Manager.

##### **Cable:**

Contact the cable service providers in your area. Often times, Cable stations have more available free airtime for PSAs. You’ll want to talk to the cable company’s Advertising Director, Marketing Director, and General Manager.

##### **Radio:**

Contact the radio stations that reach your target audience. Radio stations are formatted for very specific audiences. For instance, the CBIM campaign messages targeting men may be well suited for sports stations. Try talking to the radio station’s Public Affairs Director, Communications Affairs Director, and the General Manager.

## **Newspapers:**

Newspapers are the most difficult medium in which to place PSAs because they can print only the number of pages needed to fit the articles and paid advertisements for that day. Try to persuade local papers to use these ads in a meaningful and timely way. For instance, a local event in support of domestic violence prevention may be covered prominently in the news. Offer to share any expertise that you may have on domestic violence in your community if the news department needs further information. Start your conversations about the PSAs with the newspaper's Director of Advertising and the Editor-in-Chief.

## **What to Say**

These tips will help you to approach your local TV, radio, print, and online media outlet to encourage them to air the domestic violence prevention PSAs and online banners in your community.

- WATCH, READ, and LISTEN to your local media.
- Familiarize yourself with the PSAs (TV, radio, print, online)

## **When you approach your local media about running the PSA:**

- ✓ Give your contact two or three vital statistics on domestic violence, and how it relates to your community.
- ✓ Be sure to inform your contact of any recent news stories that focus on domestic violence.
- ✓ Explain the goal of the campaign and how it can benefit listeners, viewers, or readers.
- ✓ Personalize the issue for the media director (the person at the media outlet who is in charge of deciding which public service announcements air).
- ✓ Outline next steps with your contact. For example, tell him/her that you will call in two months, plan another meeting, forward statistics, etc.
- ✓ Provide your contact information and encourage them to call, write, or email you.

Of course, thank them for their time and be sure keep in touch. Keep in mind that media outlets can order the PSAs online via the [Ad Council website](#) or by calling the Ad Council's fulfillment center directly at 1-800-933-PSAS. Note: Ad Council orders will be fulfilled for media only.

### **Writing a Letter**

We encourage you to write a letter! If you chose to do so, please use our [letter template format](#), and follow these notes:

- Let PSA directors know how domestic violence affects your community.
- Be sure to adapt your letter based on the media format, e.g., radio, TV, or newspaper.
- Download Father and Son [storyboards](#) or [TV scripts](#) to attach with your letter.
- Ask them to run the Coaching Boys into Men Campaign - or your own localized version.
- PSA directors can call The Ad Council's fulfillment center directly for broadcast quality copies of the national campaign. Note: Orders filled for media only.

Check out a full list of the Family Violence Prevention Fund's campaigns at [www.endabuse.org](http://www.endabuse.org).