

How to Get PSAs Placed

Working with your local media

You can play a key role in raising awareness about child passenger safety in your community by contacting your local public service directors and encouraging them to run these PSAs. Local media directors listen to their residents and grassroots organizations and are more likely to run PSAs that matter most to their local communities.

These tips will help you place PSA material in **donated media**.

Develop a Strategic Outreach Plan

1. Identify and prioritize your best media prospects by focusing on the outlets whose programming and content targets the child passenger safety campaign audience. Leverage your existing media contacts and those of your colleagues.

This chart helps you determine who makes the decisions on PSA placement in donated space:

Media Type	Description	Who to Contact
Television Broadcast Affiliates Independent Stations	These stations produce their own local news and also sell advertising to local businesses. Many of these stations are affiliates of a 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.	Public Affairs Director Community Affairs Director General Manager
Cable Cable systems	Contact all the cable systems in your area. Cable stations often have more time available to broadcast PSAs.	Advertising Director Marketing Director General Manger
Radio	Contact the radio stations that reach your target audience. Radio stations are formatted for very specific audiences.	Public Affairs Director Community Affairs Director 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. In addition, consider reaching out to your neighborhood publications, especially if you are living in a large metropolitan area to see if there's an interest in running campaign material. For instance, if there is a local car seat check event, suggest placement of the PSA.	Director of Advertising Editor-in-Chief

2. Identify when you want to conduct outreach. Because child passenger safety is a relevant issue throughout the year, outreach efforts may be ongoing. However, if you choose to conduct outreach periodically, consider these key time periods:
 - Prior to a community event you are sponsoring or participating in;
 - Times when child passenger safety is pushed:
 - Child Passenger Safety Week / National Seat Check Saturday;
 - Back to school;
 - High-travel periods;
 - Periods immediately following the launch of new advertising;
 - When child car safety is in the news; and
 - If you have news to report (results, local statistics, or new research).
 - Emphasize positive results as the media takes pride in moving the needle on local issues.

Tips When Conducting Outreach

The first time you contact the media (by phone, e-mail, or by letter) make sure you are prepared with the following information:

- Tell them why you are calling or writing.
- Describe the advertising:
 - Goal of the child passenger safety campaign;
 - Exciting research findings that contributed to the campaign strategy;
 - Target audience; and
 - Call-to-action (the Web site and hotline).

- **Focus on the community connection**

- Include local statistics. The National Highway Traffic Safety Administration provides local and national child passenger safety data through the National Center for Statistics and Analysis.
 - Publications by Category: www-nrd.nhtsa.dot.gov/Cats/ViewCatalogbyCategory.aspx
 - If the data you are looking for cannot be found in published reports you do have the option for submitting a customized data run through the Web site: <http://www-nrd.nhtsa.dot.gov/Cats/index.aspx>
- Include local success stories that show the impact your organization has and how you help save lives.
- Mention the connection to NHTSA, the nationally known sponsor.
- Ask them to:
 - Run the campaign PSAs.
 - Post the campaign banners and the campaign URL on their Web sites.
- Prepare an info kit to leave behind.
 - Some examples of items to include in the kit are a campaign fact sheet, local statistics, press release, brochures from your organization, collateral campaign material, and your contact information.

Remember to Follow Up!

Always send a thank-you note a few days following your meeting and reiterate your “ask.” Follow up a few weeks later to inquire whether additional information is needed and if they are going to run the PSA campaign. Acknowledge the media outlet when you do see or hear coverage of the PSAs.

PSA Campaign Material

You can view all campaign material in one place at: www.safercar.gov/parents/TRS/toolkit.htm or on www.trafficsafetymarketing.gov.

For broadcast-quality versions of the ads for placement in donated space, follow these instructions:

- Television: For downloadable, broadcast-quality television files to share with the media, visit <https://www.adcouncil.tv/view/#/campaign/child-passenger-safety/>.
- For radio, print, and Web banners, either:
 1. Visit **PSA Central** and select the Child Passenger Safety campaign and your desired medium;
 2. Call 800-933-772 and ask for Child Passenger Safety campaign material; or
 3. E-mail AdCouncil@ci-groupusa.com and ask for Child Passenger Safety campaign material.
- If you'd like to implement the Web banners using **DART**, please contact banners@adcouncil.org for details, with “Child Passenger Safety Banners” in the subject line.

Paid Advertising

Please remember that Ad Council PSAs with talent restrictions can only run in **donated media or be used for educational purposes**. We cannot pay for any advertising space with that advertising. It is a talent union (SAG and AFTRA) rule that commercials having PSA status cannot run in paid space.

However, we do have commercials that do not use union talent, that are therefore able to run in paid space. This includes the TV spot “Chairs” (English and Spanish) and all magazine and newspaper ads (English and Spanish). If you are interested in using these spots in paid media, please contact:

Elizabeth Graziosi
U.S. Department of Transportation,
National Highway Traffic Safety Administration
1200 New Jersey Avenue SE.
Washington, DC 20590
elizabeth.graziosi@dot.gov
Phone: 202-366-3587; Fax: 202-336-5962

Cece Wedel
Campaign Director
The Advertising Council, Inc.
1707 L Street NW., Suite 600
Washington, DC 20036
cwedel@adcouncil.org
Phone: 202-558-7205; Fax: 202-331-9790

