**Tips for Distributing “Don’t Ignore” Public Service Announcement**

CGA asks that stakeholders reach out to their local television stations and request they air the “Don’t Ignore” public service announcement (PSA) that was created by CGA in 2013. The following is a document outlining some ways to approach television stations to request their support by airing the “Don’t Ignore” PSA. [Visit the CGA website’s 811 Toolkit to order PSAs.](http://www.commongroundalliance.com/damage-prevention/toolkits/811-Campaign)

**How to Get Started**

Call the public affairs/service representative at the television station and ask what steps should be taken to submit the “Don’t Ignore” PSA for consideration. Contact information for several of the public affairs/service contacts is provided, but if you wish to contact a station that is not listed, call the general phone number listed on the station website and ask for the public affairs/service representative.

When first speaking with the public affairs/service representative, introduce yourself and explain why you have contacted them. Explain that you would like to submit a PSA on behalf of your company that illustrates the importance of calling 811 before all digging projects. Discuss the premise of the PSA and how it focuses on the possible inconveniences of lost utility services their viewers may experience if they fail to call 811 prior to digging. Make it clear that this is a non-profit safety PSA that is appropriate for all audiences.

CGA recommends asking the following questions when speaking with the public affairs/service representative at the station when requesting the “Don’t Ignore” PSA be considered for broadcast:

* What is the preferred format when providing a PSA?
* What are the criteria you consider when evaluating a PSA for broadcast?
* What would the proposed run dates be for the PSA if it is approved?

**Ordering the “Don’t Ignore” PSA**

CGA recommends branding the “Don’t Ignore” PSA with your organization’s logo and a special announcer tag at the end of the video. This will increase the likelihood that your PSA will get selected because with these minor additions you have made a national PSA into a localized PSA.

If you’d like to have PSAs with your organization’s logo and a special announcer tag, please fill out the CGA Public Service Announcement Order Form provided by CGA in this packet.

**Submitting the Public Service Announcement**

Use the templated form letter provided by CGA as a guide when submitting your PSA to the television station. Read through the letter and insert specific information from your conversation with the public affairs/service representative where indicated. Make sure to proofread the letter prior to submitting it for consideration. Wrap the DVD/Beta tape with bubble wrap to ensure safe delivery. It is recommended that you send a follow up email to the contact approximately a week after you mail the PSA.

**Public Service Announcement Placement**

After you have secured a partnership with a television station that has agreed to broadcast the “Don’t Ignore” PSA, please let us know by sending an email to psa@commongroundalliance.com.

**PSA FOLLOW-UP LETTER**

\*\*INCLUDE COMPANY LOGO OR LETTERHEAD\*\*

DATE

TELEVISION STATION

ATTN: CONTACT PERSON’S NAME

STREET ADDRESS

CITY, STATE ZIP CODE

Dear NAME:

Thank you for taking the time to explain [television station]’s policies and requirements on submitting public service announcements when I spoke with you on [date].

Per our telephone conversation, enclosed please find a DVD of our 30-second PSA about the importance of calling 811 to have underground utilities marked before all digging projects. The enclosed DVD focuses on the possible inconveniences of lost utility services your viewers may experience by failing to call 811 prior to even simple projects such as planting a tree or installing a mailbox.

We feel confident that with [television station]’s support we'll have a significant impact on the number of citizens who remember to call 811 before their next outdoor digging project. Again, thank you very much for your assistance and guidance in getting these important messages on the air.

Regards,

NAME

INSERT TITLE

INSERT EMAIL

INSERT PHONE #