

How to Submit a PSA to Your Local TV Stations

Public service announcements (PSAs) are a great way to show support for your local community *and* generate brand awareness for your credit union. In addition, placing PSAs on local television/cable stations is *free*.

For your PSA to be considered, send your video with a written script (provided by NAFCU Services), plus your name, title, credit union name, affiliation (member of the National Association of Federal Credit Unions) and contact information to the *public affairs or community affairs director* at the station. It also helps to include a cover letter explaining why the station should run your PSA. For example, you might explain how identity theft is the fastest growing crime in America, and there are over 8 million identity theft victims a year. See an example cover letter [here](#).

Before sending your PSA, contact your local/cable stations to ask the following questions:

- ✓ Does the station air PSAs?
- ✓ What are the length specifications?
(The PSAs supplied by NAFCU Services are 30 seconds in length, which is a commonly accepted duration.)
- ✓ Does the station require a typed script of the video PSA?
- ✓ How should it be submitted – email or regular mail – and in what video format?
It is common for TV stations to require a video PSA to be submitted in BetaSP format. Each designer of the NAFCU Services identity theft PSAs can supply you with this format upon request for an additional \$50. Otherwise, local production companies usually have the technology to take a digital file format (supplied by the designers at no cost) and put it on a BetaSP tape.
- ✓ How much time in advance does the station need to receive the PSA? Are PSAs only accepted at certain times of the month/year/etc.?
- ✓ Is there any other information required for the PSA submission?

Some stations post details about PSA submissions on their websites, so that may be a good place to start. To have a greater impact, try submitting your PSA to all the TV stations in your local area.

Follow up within a few days to find out if the station received your submission and ask if the station will air your PSA. Most stations will not be able to provide you with an exact timetable as PSAs are typically run as the station can fit them into its schedule. However, the station should know approximately how many times the PSA will be broadcast over a given period of time.

Radio Station PSAs

Many radio stations also broadcast PSAs based on a script that you provide. NAFCU Services has provided a script for each of the identity theft PSAs that may also be used to send to radio stations accompanied by the cover letter (example) and information mentioned earlier and the DJ will read the script on the air. Research the PSA guidelines for your local radio stations by visiting their websites or calling the *public affairs or community affairs director* at the station as you would for television/cable.

