We Interrupt This Broadcast for... the Local Optimist Club!

Included in this kit is a CD full of radio public service announcements. Some are general Optimist PSAs while others focus on specific activities and projects. Here are a few things to remember before sending those PSAs off to local radio stations:

Research your local radio station to find out the name of the program director and news director.

Gather information about Optimist International and your Optimist Club and bring it to the station along with the CD of radio public service announcements.

Introduce yourself to the appropriate people and hand the information to them.

If you wish to **add a tagline** to the end of the PSAs, provide the station with information about when and where your Club meets. See the Tagline pdf in the "How-to" folder on the CD for more information.

Request that the station provides you with the dates and times the PSAs run. Every radio station must keep a file that includes information about how the radio station serves the public, including the number of PSAs they run. If a station runs PSAs for an Optimist Club, they should be able to give the Club the dates and times (this is good information if a club is entering the CPA competition for documentation of publicity). At the end of each month they can either mail the report to the Club or a representative can pick it up.

Invite a representative from the station to join your Club for an upcoming meeting.

Follow up with your new contact and thank them for taking the time to meet with you.

Add the station representative to your list of contacts and send future news releases and feel-good stories about your Optimist Club to them.

If the PSAs aren't used right away or aren't used as often as you like, don't get discouraged! Stations receive new PSAs all the time, but on the bright side, they are required to air PSAs. Keep in contact with your representative at the station, and like a good Optimist, just keep asking!

The PSAs are also available at www.optimist.org. Just go to the website, look under "Members," then "Forms and Publications"