

The Public Service Announcement: Promote Your Club Through Local Radio

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One of the best resources for marketing your club can be found in almost every city—the local radio station. Whether you are in a major market or a small rural town, having your club advertised on local radio gives you visibility and credibility.

Every station demonstrates its commitment to the community through the airing of public service announcements or PSAs.

PSAs are most commonly defined as advertisements for which no fees are collected and that promote the activities and/or programs of federal, state, or local governments or nonprofit organizations.

Components of a PSA

Your PSA should be clear, concise, and scripted for the broadcaster to read. It should also be 30 seconds in length and include a call to action. Frame the announcement around an annual club activity, and be sure to mention the relevance within the body of the announcement. As an example:

“April is National Child Abuse Prevention Month and the Main Street Junior Woman’s Club is hosting their annual fundraiser all month long. Show your support for Main Street USA’s children and get your family involved by making art therapy projects with children in need. You can sign up to participate by visiting MainStreetJWC.org! Make a difference in the lives of the most vulnerable children and support the Main Street Junior Woman’s Club’s art therapy project today.”



How to Book a PSA

If you have a personal contact at the station, that is typically the fastest route to schedule your PSA. However if you do not have a contact, call the station and ask to be connected with the individual who schedules PSAs. Once connected, be prepared to quickly pitch your public interest campaign in 30 seconds or less. Use facts and relatable language; you need to capture interest quickly with your elevator speech. Send the station the prepared script, along with any accompanying materials that support your campaign.

How to Leverage Local Radio Personalities

The most effective way to get your club noticed by the station’s on-air talent is to invite them to be part of your club! By becoming a club

member, they will see the benefit you bring to your community firsthand and will be much more inclined to support you in your endeavors.

Or, using the PSA example previously mentioned, you could do a one-day art therapy project involving the whole community. Your club could invite the morning show host to be onsite with a live radio remote, interacting with all who come out to participate from noon–2pm that day!

Many stations will also post PSAs on their social media platforms as well as announcing on-air so you’d be getting twice the exposure, for little or no cost! Give it a try and tell us about your success by submitting your project success stories to PR@GFWC.org.