

INSTRUCTIONS FOR THE CEA-HOW Public Service Announcement (PSA) – HOW TO GET IT TO RADIO STATIONS AND ON THE AIR!

PSA TITLE: “PSA-Compulsive Eaters Anonymous-HOW”

Compulsive Eaters Anonymous-HOW has produced a 60-second radio PSA to carry the message of recovery. The PSA is attached to the email you were sent as an mp3 file, which is a standard format (the format played on computers and mp3 players). This file can be emailed “as-is” to radio stations with information provided here.

ABOUT FREE PSAS and RADIO STATIONS

Many radio stations have a policy of running a certain amount of PSAs as a community service monthly or annually. These PSAs are run for free for non-profit organizations such as CEA-HOW to benefit the community. Because certain times of year are more demanding of on-air time, such as political windows and holidays, stations are not able to play free PSAs during those times. They will, however, often play the PSAs during slower times of year, and sometimes during less popular airtimes.

INSERTING END TAG (DONE BY STATIONS)

As you can see on the script, the last 10 seconds of the PSA are “open” - which means this is the area where the radio station will record your local phone number or other contact information. A sample tag is included in the script. If you do not have a local phone number, you can insert meeting information, such as “For more information, come to a meeting of CEA-HOW on DAY, TIME, LOCATION.” You can also keep it simple and refer to the CEA-HOW website: “For more information, go to www.ceahow.org for local meeting times and locations.”

HOW TO APPROACH RADIO STATIONS

1. Make a list of stations you would like to contact to play the PSA in your area.
2. Look up each station online or in the phone book. Many of them have a policy for running PSAs and give out the information to the public.
3. If the information is not online, call the station and ask for their “Public Service or Community Service Director” or the person who handles PSA requests. Many stations will have someone who covers multiple roles for the station. They may handle news and PSAs, or commercial sales and PSAs. If the station says they don’t run PSAs, just go on to the next station. There are some stations that have such limited airtime, that they do not take local PSAs.
4. Talk to the person and ask what the instructions are for submitting PSAs. If they are open and friendly, go ahead and tell them all about CEA-HOW and the PSA. Otherwise, simply get the information and thank them for their time.
5. Follow their instructions for submitting the PSA. Include your information for the tag,

whether it be the phone number or meeting information. **IMPORTANT – DO NOT EXCEED 10 seconds** or they will not be able to record it for you.

NOTE: The mp3 file you received can be emailed to the stations – this is the best way in many areas - or burned to a CD if you prefer, and delivered to the stations with the script about CEA-HOW, as well as local meeting schedules and other CEA-HOW literature that may be helpful. It is always good if you can talk to a person at the radio station directly during the process to follow up and understand what is happening with the PSA. (Also, you never know who you may be helping without even knowing it!)

BEST WISHES AND THANKS FOR BEING OF SERVICE!!! YOU ARE WORKING STEP 12 and HELPING OTHERS MORE THAN YOU CAN IMAGINE!