

TSW FORMAT
for
INFORMATION GATHERING
"Ideas that Work"

Type of Project: Communication

Project Name: OA Radio Ad media blitz

Project Goal: To buy radio ads to run PSA's

Organizing Service Body: Public Information Public Outreach, Region 3

Contact Information: James...doughty35@hotmail.com

Resources Needed (budget, volunteers, materials, etc.): OA PSA - 15.00 U.S. Dollars, Radio cost 775.00 U.S. Dollars.

Implementation Process (including length of time for planning and implementation):

We worked with a sales representative at a local radio station. Aware of our non-profit status, the sales rep. gave us a discount. We ran 60 spots on three different radio stations during one week. The PSA used was the one provided from WSO. At least 45 days is necessary to get board approval and pay the radio station.

Additional Comments (including things of which to be mindful): While the government requires media outlets to run PSA's, it is extremely competitive and difficult to get the attention of a PSA director. Too often the PSA most run are those with celebrities. Buying spots ensures the PSA runs. This next year we plan to buy 20 PSA cds and woo the PSA directors. Having established a relationship with radio stations and having them familiar with the OA ads may open the door to being among the stack the PSA's directors reach for when filling their required PSA spots. Ultimately, HP is in control. We are a program of attraction, so we wanted to make sure meetings were prepared for possible spike in newcomers. Having plenty of newcomer packets and other literature is important.

Results: We ran spots in January and saw a spike in newcomers over Feb. and March.