



SUGGESTIONS ON HOW TO ENHANCE YOUR PSA EXPERIENCE WITH EUGENE/SPRINGFIELD/COTTAGE GROVE RADIO STATIONS

Please refer to the EARS PSA Directors spreadsheet. Remember that these PSA Directors get a lot of requests for PSA airtime. You need to stand out if you want them to invest in your project in the week or two before your event.

1. Submit your PSA 1-sheet flyer to them no later than two weeks before the event
2. Call the day before you are going to send the email, if possible, to put a “face” on you and your event. You will likely get voice-mail, but leave a brief message anyway. They get buried in PSA requests, so do everything you can to stand out.
3. One 1-sheet:
 - a. Put your logo if possible at the top of the page with your contact info
 - b. Create a 36-word Lead Paragraph of the most important things you need to communicate, Below that Bullet list brief statements that cover the:
 - i. Who
 - ii. What
 - iii. When
 - iv. Where
 - v. Why
 - vi. And HOW YOU WANT THE LISTENER TO RESPOND
 - c. Add your contact information, so they can easily contact you if they have questions.