



Quota Public Service Announcements for TV

2020 Edition

How to Get Quota's PSA on the Air

1. **Find out the name, number and email address of the Public Service Director at the station.** (Be sure to get the correct spelling of the entire name! Is it John Smith or Jon Smythe?)
2. **Contact the director.** (This is a very important call, so handle it professionally!) Tell her or him that your Quota club would like his/her TV station to run a 15- or 30-second Public Service Announcement (PSA). Ask if the station is willing to receive your PSA via an emailed video file, or if you must provide a hard copy.
3. **If your club must provide a hard copy of the Quota PSA,** please mention (professionally and with Quota caring) that the production fee will come from your club's limited service budget and that you must be sure that she will use the spots if you go to the trouble of getting a hard copy made.
4. **If the director would like to see a sample prior to you paying,** you can try to show them the antiquated Quota International PSAs linked on the Quota website. *Be sure to clarify that these use the outdated International logo, but that you can create an updated one if they agree to run them.*
5. **If the director agrees to run your club's new PSA,** find out IN DETAIL which format the station requires.
6. **To create a new Quota PSA,** you must locate a professional videographer and work with them to create a spot to your clubs liking and in accordance with your agreement with the TV station. The hard copy, or emailed video file should include the following on its label, or in the body of the email:
 - your club's name
 - the name and number of your publicity chair
 - a statement of your club's status as a non-profit organization—501(c)(3) in the U.S.
7. **When delivering your Quota PSA to the Public Service Director,** include a letter (printed on Quota letterhead if your club must provide a hard copy of the Quota PSA) about your club's service activities within the community. If they accept an emailed video file, be sure to include a similar letter electronically.

Good luck!