

## FAQs About the Zonta PSA



### **What is a PSA (Public Service Announcement)?**

Many not-for-profits use PSAs to increase local awareness of their organization and mission. PSA are aired by local television stations free-of-charge as a community service. The goals for our PSA are:

- Create awareness for Zonta
- Communicate club credibility by sighting the historical depth, focus on mission focus and local impact
- Maintain brand consistency by following international guidelines

### **How do we submit a video PSA?**

Call your local stations. To get a contact number, visit their website and look under “contact us”. Stations vary in the way they handle PSAs so it is important to make a personal contact and ask for directions. In some cases, you may be able to send the file via email or upload it to the stations site. In any case, you need to be willing to be persistent and follow up to be successful.

### **When will the PSA run?**

Because the service is free of charge, PSAs are typically added to a “run list” and aired on a random cycle dependent on paid advertising schedules. It’s nearly impossible for your station to tell you specifically when it will air, but you can ask for standard times they run PSAs (e.g. Saturday 8-11am, or Weekdays 8-11pm)

### **How else can we use the PSA?**

You can also use run the PSA

- at special events by setting up a laptop
- during orientation meetings
- during community events
- to present to major sponsors on you laptop