



September 1, 2009

Dear PTA Leader:

PTA[®] is proud to announce the launch of the PTA Gateway Public Service Announcement (PSA) Campaign—hitting televisions, radios, and Web pages as children and families head back to school. With your help, we can show families across the country how PTA helps parents enrich children's learning environments and lives.

In July, the PTA Gateway PSAs were delivered to select markets nationwide: 800 television, 500 cable, and 1,250 radio stations, with Web banners placed on more than 1,300 major portals. We are asking you to support the campaign by visiting or contacting the television and radio stations in your area to ask them to air our PSAs.

If your local television or radio stations are not on the national receiving list, please reach out to them with the PSAs, which can be ordered from www.tvaccessreports.com/pta. At this site, you can find the list of television and radio stations that received the PSAs, contact information for the stations in your area, and tools for successful meetings with media gatekeepers.

Thank you for all you do for PTA, communities, schools, and children.

Sincerely,

National PTA Strategic Communications

National Headquarters
541 North Fairbanks Court, Suite 1300
Chicago, IL 60611-3396
(312) 670-6782 (800) 307-4PTA (4782)
(312) 670-6783 fax

everychild.one voice.[®]

info@pta.org
www.pta.org

Office of Programs and Public Policy
1400 L Street NW, Suite 300
Washington, DC 20005-9998
(202) 289-6790
(202) 289-6791 fax

PTA Gateway PSA Campaign FAQs

What is a PSA?

Public service announcements (PSAs) are messages serving the public interest and run by the media at no charge.

What formats are available in the PTA Gateway PSA Campaign?

The PTA[®] Gateway PSA Campaign includes two television spots (“Swing” and “Homework”) and two radio spots (“The Talk” and “School Band”). The spots are each 30 seconds. There are also two supporting Internet banners (“Bully-B-Gone” and “Nutrition Makeover”) for donated or paid placements. All elements present PTA as a way for families to connect to and enrich their children’s learning environments and lives. Preview the PSAs at www.tvaccessreports.com/pta.

What is the purpose of the campaign?

The PTA Gateway PSA Campaign is designed to increase awareness of and membership in PTA by presenting PTA as a voice for families and a way to connect to and enrich children’s learning environments and lives.

Can I order the PSAs?

The PTA Gateway PSAs are available to units at \$30 per tape/DVD (for television) and \$10 per CD (for radio), plus shipping. Units can have PSAs sent directly to local stations or delivered to the PTA itself. Radio PSAs can also be downloaded for free. To order or download, go to www.tvaccessreports.com/pta and click the order tab. The Web banners may be downloaded for free as well.

How do I know where to send the PSAs?

At www.tvaccessreports.com/pta, there is a list of the television and radio stations that received the PSAs in the national campaign, as well as a list of additional PSA-supportive television and radio stations. These lists can be sorted by market and state and include station contact information. Follow up with stations on the receiving list via phone or mail. When ordering PSAs for additional stations, you will identify the stations by call letter and city (as provided on the list). Be sure to coordinate with your state PTA and other local units to ensure that you are not duplicating efforts.

For the Web banners, there is a media list of websites that use banner ads locally.

Can I include my unit’s contact information in the PSAs?

Local tagging on television and radio spots—adding your PTA’s contact information to the end of the spot—is available for a one-time additional free per format. That fee is \$85 for television and \$300 for radio. Provide the localization information on the PSA order form.

How can I best use the PSAs?

Review the PSA support materials available at www.tvaccessreports.com/pta to learn how to successfully reach out to media gatekeepers in your community. In addition, be ready to share information about your PTA with interested parents who have seen the PSAs. Have membership brochures and forms ready, make sure your website is up-to-date, know what your PTA’s

“selling points” are. Be as ready to talk about the work and benefits of PTA to parents as to the media gatekeepers.

How do I know if the PSAs are airing in my area?

For reports on television and radio stations airing the PSAs, go to www.tvaccessreports.com/pta. Use the dropdown menus to sort the reports by market. Also, keep an eye on your television and an ear to your radio—you should be seeing and hearing the PSAs yourself, or at least hearing about them from others!