

HOW TO GUIDE FOR CLUBS



AMERICAN ADVERTISING FEDERATION
THE UNIFYING VOICE FOR ADVERTISING™

INTRODUCTION

The American Advertising Federation has a long-established and firm commitment to public service advertising. As advertisers, advertising agencies and media, we have the power to make the greatest impact in the public service arena. Our grassroots structure allows us to make an impact locally, as well as nationally.

The public service chairman bears major responsibility to both his/her club and community. Club members active in the public service arena gain greater respect and admiration for their contributions to public welfare, as well as the reward of knowing that their skills have been used for genuine good.

The AAF has produced this manual to provide encouragement and direction. Within this guide is an itemized checklist of steps to take when organizing a public service project and detailed instructions on implementation.

PUBLIC SERVICE

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BENEFITS OF A PUBLIC SERVICE CAMPAIGN

Conducting a public service campaign will provide opportunities for your club.

- The visibility and favorable publicity you receive will increase your prestige in the local community, providing membership recruitment opportunities.
- Public service campaigns provide genuine satisfaction for all club members, making them proud to be a member of your club.
- Public service campaigns contribute greatly to the overall enhancement of advertising's image. These activities make the public more aware of the tremendous contribution made by advertising professionals to the local community. This awareness is so important in an era when the advertising industry is under attack.

FINDING YOUR PROJECT

Your first task as public service chairman may be to find a project that will be appropriate for your committee to undertake. Consider the following sources when seeking out a new public service project:

- Radio, TV and newspapers receive many requests for communications help. Because broadcast media regularly conduct surveys to ascertain the needs of their community as perceived by their audience area, they can give insights into emerging needs as well as those already recognized.
- Check with the community fund, chamber of commerce or service clubs such as Rotary, Kiwanis, Lions, Business and Professional Women, the League of Women Voters and clergymen.
- Survey your own membership for ideas.

CRITERIA FOR SELECTION

The AAF criteria for assisting in local public service projects represent reasonable standards of integrity, public acceptance and appropriateness. These guidelines should be utilized in screening public service projects.

- The cause shall be of such a nature that advertising techniques can be an effective means of achieving its objectives.
- The cause must be of genuine concern to the community and broad enough in scope so it will be of interest to the media and public.
- If the organization is a fund-raising one, the local club should take into consideration whether or not its financial records are up to date and that it can demonstrate financial solvency.
- Ideally, there will be a local organizational structure identified with the cause that can give direction, provide necessary approvals and provide out-of-pocket funding.
- The project shall be noncommercial, nondenominational, nonpartisan politically and not designed to influence legislation.
- Agencies, organizations or groups served must be nonprofit and exempt from Federal Income Tax under sections 501(c)(3) or a similar section of the United States Internal Revenue Code.
- The appeal for support shall be one properly made to Americans generally. The project should not be rejected because it is in the interest of one group if the action messages have wide appeal or local applicability.
- The proposed organization must have a sufficient budget for out-of-pocket (material) expenses needed to complete the project.
- Projects should not be similar to another already being conducted in the local community.
- Provisions should be made for the club's logo to appear on all materials (e.g. brochures, TV spots, print ads, etc.).

BACKGROUND STATEMENT

The client should prepare a written “Background Statement” covering the following subject area:

- The specific objectives that the campaign should hopefully accomplish in the year ahead (e.g., What is the purpose of this campaign and what action is the public to take?).
- An up-to-date, succinct and clear-cut description of the current nature of the problem that the projected campaign should help solve.
- Specific results, if any, that have been achieved in solving the problem so far. Is the problem being alleviated or not?
- Any new research data bearing on the problem itself that might help in developing new advertising and communication approaches affecting its solution. Is any additional research being contemplated?
- Supporting efforts now being conducted or planned by the client, utilizing its own promotional resources, its field organization, other supporting groups, etc., to help solve the problem and achieve the campaign objectives.
- A summary of public reaction received towards previous advertising efforts. (This should be as specific as possible, giving qualitative and quantitative data rather than a generalized, subjective opinion on the part of the person preparing the “Background Statement.”)

Copies of the “Background Statement” described above should be given to the public service chair for distribution to and study by the public service committee as early as possible prior to the new campaign year. Since the strategy and creative process is a time-consuming one, the earlier the “Background Statement” is completed, the better. Please see Appendix B.

FOCUSING THE CLIENT

- Why do you think you need advertising?
- Who will be responsible for signing off on creative work? Who will be a substitute signature?
- Who will review the advertising proposals?
- What is the perception of your organization/cause out in the public today?
- How do you know that?
- What one thing would you like the public to know about your organization/cause?
- Is your leadership in agreement that there is to be a shift in your public positioning?
- Who now responds to your program/cause in a positive way? (Present audience.)
- How do you judge what a positive response is?
- Who else would you like to see respond to your program? (Target audience: age, sex, income, location, nationality, etc.)
- What are you currently doing to attract these people?
- Who is your competition?
- How do they attract your audience?
- Has there been previous advertising for your project?
- Did you like it? Why or why not?
- What advertising do you like?
- What type of advertising would you never use?
- What results are you expecting from this campaign?
- When do you want to launch this campaign?
- Do you have a budget allocated for this campaign? How much?

LAUNCHING YOUR PROJECT

Once a project is selected, it should be assigned to a committee working on the project. The committee has proved to be one of the best ways in which to bind together talent with a common purpose.

The key to success is a clear communication objective agreed to by all parties. Produce a statement as to exactly what the campaign is supposed to accomplish. The statement should be based on your analysis of appropriate background information, an appraisal of the alternative means of carrying out these objectives and agreement on a district communication strategy.

On the subject of time, talent and expenses, generally all volunteer time is donated, but it is sometimes difficult to get out-of-pocket costs donated. Ideally the project should have a local sponsor who can underwrite such costs. Another alternative is for the local club to fund such endeavors.

GETTING YOUR PUBLIC SERVICE CAMPAIGN ON THE AIR

Contrary to popular belief, public service directors do care about you and your campaign. Public service directors offer these two suggestions when dealing with them: "Ask, don't demand," and "work with the station." Take the time to treat them with respectful professionalism.

A station runs public service campaigns and spots because the station wants to become involved in the community. Priority is given to those campaigns that touch on community problems. The more people the campaign affects and its importance to the community will determine airtime possibilities.

Keep in mind that public service directors receive hundreds of national and local requests each month. Local projects with wide appeal take priority over national projects. Local programs that can be tied in with national programs are also readily accepted.

Contacting the Station

Learn the name of the public service director. Send a news release or letter about the campaign. Use good basic journalism techniques. In the first paragraph, include who, what, where, where, why and how. Double-space and keep the letter to less than two pages. A one-page letter is ideal. Be prepared to phone the public service director within a few days of the written receipt. Make an appointment to discuss the campaign in detail, including how long the campaign will run, the length of the spots and how much production will be needed. Your meeting date should be set three weeks prior to airdate.

Providing Campaign Materials

Let the public service director know how much assistance will be needed from the station. Inform the director as to who will prepare the copy and visuals; who will supply the talent; how much production time is needed; who will supply the spots; who will make the dubs; and the number and length of spots to be produced.

In most cases, the station will produce broadcast material at no cost. If the spots are not produced in a professional studio, be certain they are of air quality and compatible with station equipment.

Clear the copy material with the public service director before it is recorded. Certain ideas, types of events and production techniques are not acceptable based on Federal Communications Commission, Federal Trade Commission, National Association of Broadcasters and Better Business Bureau codes.

Label each spot with the name of the organization or campaign, the number and length of the spots and the begin/end dates of the campaign. Be sure to send a copy of the scripts with each spot.

After all production is complete, phone the public service directors to alert them that the spots are coming. Also, call the directors to confirm that the spots have arrived.

Before the spots are aired, inform the public service director that you would like to know when and how often the spots will run, as well as what the time charges would have been. The availability of that material varies from station to station, but all stations can let you know how many times during a month (or length of schedule) your spots aired.

Helpful Hints for Getting Your Campaign on Air

- Even if someone from your organization is working with the sales or production department to obtain airtime, continue working with the public service director who is ultimately responsible for final acceptance and spot scheduling.
- If a national office is sending out the spots, let the stations know so you can work together to create local tags for the spots.
- If the stations donate production time, use different stations for each campaign. This will increase your opportunity to spend more time on each campaign.
- Thank your public service director and let him/her know the results of the campaign. It could help in extending the airtime of your spots and will make your solicitation easier next time.

Helpful Hints for Campaign Creation and Promotion

- Network with other clubs. Call the AAF to find out if any other clubs have implemented a similar public service project.
- Contact the national group of the organization you are promoting.
- Make sure media is appropriate for what you are promoting.
- Tag the club's logo to broadcast, print and radio pieces (e.g., "in cooperation with" or "brought to you by").
- Produce standard size pieces.
- Consider the following ways to promote the project: outdoor, radio, TV, Internet, speakers bureau, milk cartons, posters, point-of-purchase displays, convention stuffers, mailers, newspapers, magazines, grocery bags.
- Create a media kit and plan a press conference to announce the launch of the project.
- Consider a day of recognition from the mayor, city council or governor.
- Obtain ad signatures or drop in logos from local establishments (e.g., grocery or bookstore).

AAF RESOURCES

In addition to this How-to Guide, the AAF publishes Award-Winning Ideas to showcase the club achievement winning entries. The public service section of Award-Winning Ideas provides summaries from the winning public service project entries. The past year's Award-Winning Ideas is available on our Web site, www.aaf.org.

APPENDIX A

If you are soliciting or solicited by public service organizations you will want to generate an “Application for Consideration” to assist your committee in choosing a project.

Application for Consideration

1. Please indicate the full name, address and telephone of your organization and the person who would act as the liaison between your organization and the [Ad Club Name]’s public service committee.
2. When, where and for what purpose was your organization formed?
3. Is yours a nonprofit group? What is its tax-exempt status within the Internal Revenue Service?
4. Do you have a national headquarters?
5. What service does your organization offer and who are the recipients?
6. How is your organization funded?
7. If funds are solicited from the general public, is your organization registered with the National Information Bureau? If it is registered, does the bureau state in its current report that your organization meets its standards?
8. What is the nature of the problem that you believe can be alleviated with the help of public service advertising? Please document the problem, using some key statistics or other evidence.
9. What will the individual (i.e., the “person on the street”) be asked to do in your advertisement?
10. When and in what media would you like to see your advertising appear?
11. In your opinion, to what extent (if any) would the proposed public service advertising campaign be: sectarian, politically partisan, commercial or special interest/an influence upon pending legislation?
12. What other organization(s), private or federal, presently offer public service advertisements addressed to the same problem? How does your program differ?
13. Have funds been allocated or budgeted with which to conduct the public service advertising campaign, and if so, what amount?
14. Have you made any arrangements for creation, production, reproduction or distribution to the media? Have you approached any other group or advertising agency to create advertising or related activities? If yes, please provide the name of the group or agency.
15. When does your organization hope to launch your public service advertising campaign?

In addition to the answer requested above, please provide us with your most recent annual report.

APPENDIX B

Letter of Agreement

This summary of responsibilities will be considered a working agreement between [club name] and the client organization for which the campaign is being conducted. Any variation should be requested in writing. It is requested that a copy of this summary be signed and returned to [club name]'s public service committee with any exceptions noted before any work for the ensuing year is begun.

It is agreed that:

1. A campaign background statement as described in the attached memorandum will be prepared setting forth our objectives as the client organization for the year _____. Client represents and warrants that any and all facts and information being provided to [club name] in connection with the campaign, whether used in the campaign or not, are true, accurate and complete; provided, further, as such facts and information are not true, accurate and complete, Client hereby indemnifies and holds [club name], its officers, directors and support staff from and against any and all claim and expenses (including attorney fees) arising therefrom.
2. Since our campaign costs and handling charges are to be billed through [club name], funds in the amount of \$_____ will be available for the production of campaign materials in the year _____.
3. Authority to clear all proposed advertising will be vested in the person of _____ on behalf of our organization. Any failure, for any reason whatsoever, by the person designated to give authority to clear all proposed advertising which results in any manner whatsoever in a failure to timely place any or all proposed advertising shall be and is directly attributable to the Client, and Client agrees not to hold [club name], any of its officers, directors and support staff responsible for such failure.
4. All campaign advertising will contain identification, symbol and logo of [club name] as prescribed by the public service committee.

Signed: _____

Name: _____

Title: _____

Organization: _____

Date: _____

APPENDIX C

Costs to Consider

<u>Production Costs</u>	Budget	Actual
Design Fee	_____	_____
Comp	_____	_____
Copy Fee	_____	_____
Illustration	_____	_____
Photography	_____	_____
Retouching	_____	_____
Miscellaneous	_____	_____
Shipping	_____	_____
Messenger	_____	_____
 <u>TV/Radio Production Costs</u>		
Creative	_____	_____
Production	_____	_____
Editing	_____	_____
Talent	_____	_____
Recording & Mixing	_____	_____
Music & Sound Effects	_____	_____
Artwork	_____	_____
Additions	_____	_____
Transfer	_____	_____
Master/Setup	_____	_____
DVDs	_____	_____
Miscellaneous	_____	_____
Shipping/Postage	_____	_____
 <u>Print Production Costs</u>		
Copy and Concept	_____	_____
Layout and Comprehensives	_____	_____
Creative Supervision	_____	_____
Artwork/Illustrations	_____	_____
Photography	_____	_____
Model Fees, etc.	_____	_____
Retouching	_____	_____
Printing	_____	_____
Miscellaneous	_____	_____
Shipping/Postage	_____	_____
 <u>Web Site Costs</u>		
Hosting	_____	_____
Domain name registration	_____	_____
Design	_____	_____
Development/Programming	_____	_____
Miscellaneous	_____	_____

APPENDIX D

Campaign Brief

Target Audience: _____

Age: _____	Music: _____
Education level: _____	Predominant family unit: _____
Income range: _____	Recreation: _____
Ethnic origin(s): _____	Health care provider: _____
First language: _____	Identified leaders, heroes: _____
Neighborhoods by address: _____	Purchasing habits, credit/cash: _____

Goal of campaign effort: _____

Measurable goals: _____

Time frame for project: _____

Key dates and events: _____

Identified avenues of communication: _____

Tone of message: _____
Type of communication: _____
Cost: _____
Delivery date: _____

APPENDIX E

Checklist for Public Service Chairman

I. Selection of Project

- o Establish criteria for selection
- o Form an application for consideration
- o Select a client based on criteria and applications
- o Obtain approval from board of directors
- o Prepare a letter of agreement
- o Request a background statement
- o Focus the client

II. Form a Committee (should include the following)

- o Media person
- o Public relations person
- o Creatives (writer, producer, director)
- o Community relations person (at a TV or radio station)
- o Promotions person (to handle event planning)
- o Account executive (to make client contacts)
- o Market researcher
- o Fund-raiser

III. How to Execute

- o Develop statement of what will be accomplished and if it will be measurable and how.
- o Determine your budget.
- o Determine time constraints.
- o If needed, obtain a local sponsor to underwrite costs.
- o Prepare a campaign brief to determine the best way to reach target audience.
- o Develop a communications strategy for the project (e.g. television, radio, print).
- o Obtain free publicity.
- o Review helpful hints.

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