



Public Service Advertising Toolkit



DAV.ORG



DAV's Public Service Advertising (PSA) Toolkit provides you with background and tools to help build awareness of DAV and how we help veterans of all eras get the benefits and support they earned. We'd like your help reaching out to local media outlets in your market, and this toolkit will give you all the information you need.

Traditional radio and television broadcasters who use public airwaves are required to prove they broadcast in the public interest. To meet this requirement, they receive a large number of requests from charities to air public service announcements (PSAs) to benefit their communities.

Broadcasters choose which messages receive their donated air time. Fortunately for us, DAV has increasingly been chosen among other interests for the value of our cause and the impact station managers have placed on our messages.

In this toolkit, you'll find information about DAV's PSA campaign, including print, out-of-home and broadcast-ready materials that can be provided directly to media for publication or broadcast. These PSAs are available—at no cost—to DAV Chapters and Departments for use locally. Materials are provided in a variety of sizes and lengths to accommodate the needs of print, outdoor, broadcast or cable outlets.

To download media-ready materials, visit www.davpsa.org.



Making Contact

The tried-and-true, most successful method to get DAV PSA materials placed at no charge is through personal contact with station directors, outdoor advertising vendors or print editors. Nothing is more effective than establishing relationships with your local media contacts. Start at a DAV Chapter meeting by asking if anyone has a contact at a local media outlet or an interest in helping DAV reach out to a station in your area.

Traditional media outlets are stretched thin. It's important to be very respectful of their time and as gracious as possible in requesting their assistance. There may be one or more people who are responsible for managing PSA access. The decision-making process differs by media type, from one market to another and by the size of the media outlet.

- **TV and Radio:** At larger broadcast stations, reach out to the community affairs, public affairs or public service director. At smaller broadcast outlets, the title will most likely be program director, news director or perhaps even general manager.
- **Print:** Try to contact the advertising director, production manager or, at smaller newspapers, perhaps editor and/or general manager.
- **Outdoor:** The general manager or posting supervisor is the person to contact.

To determine the appropriate contact at a local media outlet, visit the outlet's website or call the main phone number and ask for the contact information—name, direct phone number and email address—of the person who handles public service announcements.



Personal Outreach

Once you have compiled your list of local media, the next step is to contact them. We recommend sending a brief email to local media contacts introducing DAV, explaining how DAV helps veterans and their families in your community, as well as your ability to provide them with DAV public service announcement materials.

Follow up with a personal phone call to set a meeting time. Make an appointment and promise to keep your meeting with the media representative brief—15 minutes maximum. Don't take for granted that the station may be running DAV PSAs already. It's best to ask someone if they are running DAV PSAs and to thank them if they are. Then you are recognizing them as a supporter and encouraging them by showing what DAV is doing in your community.

During your meeting, be sure to explain how veterans' issues relate to the outlet's audience and that DAV's services are free. Note the local veteran population, number of local DAV Chapters or how many veterans could benefit from this message. And make it personal—compelling stories about how veterans in the local community have been helped or how DAV has helped you can all be very persuasive.

If you have a laptop or tablet, download the PSA materials and bring them to your meeting to show the PSAs to the public service director.

If your contact misses the meeting, don't feel discouraged. Just the fact that you were willing to show up made a statement that could lead to support. If that's the case, please graciously follow up and let the manager know that you understand he/she is busy and ask if they could still consider sharing DAV PSAs.



Pitch Email

My name is _____, and I represent DAV Chapter _____, located in _____. I would love the opportunity to quickly meet with you to give you a preview of DAV's new and very moving public service campaign.

America's veterans right here in our community are on their most important tour—the tour of their lives. DAV's "Victories for Veterans" PSAs honor America's veterans. Each tells a story of an individual, personal victory of a veteran overcoming a disability incurred from military service. The campaign showcases powerful present-day portraits of men and women of all eras and generations who have served honorably and deserve the benefits they earned when they return home.

Every year DAV helps more than 1 million veterans in meaningful ways and at no cost to the veteran. But with greater awareness, DAV could be even more effective. That's how you could help. By placing these PSAs, you can help increase public understanding of veterans' needs and how DAV is helping support the men and women who served us all.

I will follow up via phone to set a meeting date and time. Thank you in advance for your consideration and for helping keep the promise to America's veterans.



Follow Up

Your media contacts would love to know they are making a difference for veterans in their communities. After your meeting, thank them for the time spent reviewing the campaign, remind them of the important work DAV does in securing benefits and services for veterans, and ask them to help support local veterans in your community by using the materials provided.

Assume in your response that they either are sharing our materials or are planning to do so and thank them for helping DAV support local veterans. If applicable, let them know the impact any PSAs have had on your mission—like if you’re seeing more participation, volunteerism or success with your events. Consider sending them a special plaque or certificate, which can be requested through DAV headquarters.



Follow Up Letter or Email

On behalf of DAV Chapter _____, here in _____, and DAV's 1.3 million members nationwide, we extend our warmest thanks to you for your donation of public service announcement space.

DAV is pleased to have you on our team and want you to know you are instrumental in helping us in our mission to fulfill our promises to the men and women who served. Last year, we helped more than 1 million veterans of all generations and their families in meaningful ways.

We take our commitment to veterans as seriously as you take the excellent services you provide to the community. Your support will make heroes in the _____ area aware of the free services we offer and make certain the public is aware of their service and sacrifices.

We appreciate your help sharing our message and hope we will continue to earn your support

Thank you,



VICTORIES for VETERANS

Television PSAs

DAV's newest PSA campaign entitled "Victories for Veterans" honors America's 22 million veterans who put themselves in harm's way to protect our country and our way of life. The campaign urges all Americans to help DAV make sure our heroes get the health care, disability and financial benefits they were promised and earned.

Broadcast-ready television PSA materials are available in a variety of lengths—60 seconds, 30 seconds and 15 seconds—and can be downloaded directly at www.davpsa.org, or professional-format tapes or disks can be sent directly to the broadcast facility by the National Communications Department upon request by the station.



Radio PSAs

Radio spots are available on CD, or can be downloaded at www.davpsa.org, including:

- “Victories for Veterans”
- “Bobby, Sam and Cece”
- “Jim, Julius and Cece”

All spots are available in 60-second formats and 30-second formats.





I AM A VETERAN AND THIS IS MY VICTORY.

Christy Carder

"My victory is having my new battle buddy." Christy was badly injured serving overseas. With the right support, she has triumphed over limitations. Every year, DAV helps more than one million veterans of all generations in life-changing ways—connecting them to the health, disability, and financial benefits they've earned. Support more victories for veterans. Go to DAV.org.

A VETERAN AND THIS IS MY VICTORY.

Jim Sawyer

not a limitation." After losing an arm, Jim put life back together. Every year, DAV helps more than one million veterans of all generations in life-changing ways—connecting them to the health, disability, and financial benefits they've earned. Go to DAV.org.

DAV
FULFILLING OUR PROMISES TO THE MEN AND WOMEN WHO SERVED

I AM A VETERAN AND THIS IS MY VICTORY.

Sam Johnson

"My victory is having a job I can be proud of!" After military service, finding work can be a challenge. With DAV's help, Sam found his dream job. Every year, DAV helps more than a million veterans of all generations—connecting them to all the benefits they've earned and resources to find meaningful employment. Help support more victories for veterans. Go to DAV.org.

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Print PSAs

Print materials showcasing a diverse group of veterans from different eras are available for use in print publications, such as newspapers and magazines.

A variety of high-resolution, print-ready ads in standard sizes can be downloaded from www.davpsa.org. For custom resizes contact psa@dav.org.



Out-of-Home PSAs

The DAV “Victories for Veterans” campaign includes outdoor signage that can be placed on billboards and transit signs, such as at bus shelters and airports. Materials are available in a variety of sizes and shapes through www.davpsa.org. Note that there is often a small printing and/or posting fee associated with outdoor PSAs. Please contact the National Communications Department to assist with production fees.