

## **MEDIA MANIA II - Getting the Word Out Through Radio and TV**

Just as the press is anxious to help us spread the word about our fellowship so are your local radio and TV stations.

This is the second in our series of “how toe’s” to help you contact the media. Radio and television stations will be oh, so happy to hear from you! Here are the steps you can take to make sure news about your group goes out over the airwaves and lands on the local TV screens:

- Local radio and television stations are listed in the telephone directory.
- Contact each one for the name of the Program Director. Larger stations also have a Public Affairs Director. All stations have Public Affairs air time that they are anxious to give to worthy causes at no charge!
- The Program director or Public Affairs Director will tell you if there are any guidelines you should follow.
- Radio commercials are generally 10 seconds, 30 seconds, or 60 seconds long. They are referred to as “spots.” Below are two public service spots from the New York Nicotine Anonymous Web site that can be used. We are also producing 30 and 60 second commercial spots on CD that can be sent to your local stations. We will let you know when they are finished, or as they say in radio talk, “pressed.”
- If you write your own spot, be certain to lift words from our already Conference Approved Literature.

### **30-Second Public Service Announcement (00:30)**

Nicotine anonymous, a twelve-step fellowship of men and women helping each other to live free of nicotine, meets regularly in *[location of meeting]*. There are no dues or fees. The only requirement for Nicotine Anonymous membership is the desire to be free of nicotine. For further information about the program and meetings near you, please call *[phone number]*.

### **60-Second Public Service Announcement (00:60)**

Nicotine Anonymous is a twelve-step program of recovery from nicotine addiction based on the same principles and traditions as Alcoholics Anonymous. The only requirement for Nicotine Anonymous membership is the desire to be free of this powerful drug. There are no dues or fees for membership as the program is self-supporting through member contributions. Meetings are held *[time and location]*. For further information, please call *[phone number]*. You can learn more by visiting the Nicotine Anonymous Web site at [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org).

- Contact the Program Director of television stations for guidelines. For instance, many Cable TV stations will do a running spot along the bottom of the screen and might limit you to the amount of words and even letters you can use. They will let you know.
- Most TV stations want camera-ready artwork or graphics if you want a visual spot with more than just printed words on the screen. Our Nicotine Anonymous logo is a great place to start. Be creative here: use both visual graphics and words. Go for it!

- If you decide to produce a videotaped spot, remember the anonymity guidelines and do not show full face shots. The New York Intergroup produced a video and it was super.
- Just as newspapers have deadlines, so do radio and TV stations. The Program/Public Affairs Director will let you know how far in advance you need to send in your material before it will be aired. Most stations act very quickly to get things on the air, especially when the material is camera-ready or pre-recorded.
- When you send in material to the station, be sure to follow up with a call to see that it has been received and if there is anything else you can provide.
- You need to know how LONG the station will run your spot. Most stations will tell you this up front when you inquire about placing a spot; some run the spots for a month, some longer. Should any of your material change, follow the same deadline time frame as you did for the original submission. With e-mails and faxes it is much, much easier to get the information out to the stations in a timely fashion.

Smile!

Hey—Smile! Now that you're in the newspapers and on radio and TV, you can really watch your meetings grow! If you have any further questions or need some help, just e-mail me at [Outreach-MediaMania@nicotine-anonymous.org](mailto:Outreach-MediaMania@nicotine-anonymous.org)

In love and service, Jan S.,

Mass Media Outreach Project Leader