



Television PSA — Broadcast-quality material ORDER FORM

Many television stations donate free airtime for public service announcements (PSAs). To assist Rotarians with these opportunities, RI has broadcast-quality preproduced television PSAs that Rotarians can offer to their local stations. The television PSAs have been created in a :30-second version that can be provided “ready to use” to a television station or a :25-second version that can be customized locally. (Please see the document *How to use and customize* for further instructions on how to customize the :25-second version.)

PSAs focus on Rotary’s PolioPlus program and more recent campaign to End Polio Now, as well as Rotary’s commitment to peace through international education and to promoting membership. The :30-second PSAs featured on the DVD are intended to raise public awareness and understanding of Rotary. We have sent you the television PSAs on DVD for internal use to be used at club meetings; however, many television stations need a professional tape for broadcast. To order a broadcast-quality tape, please fill out the form below and fax it to Rotary International at +1-847-866-8237 or send by e-mail to pr@rotary.org

To secure a commitment from your local TV station, please follow these simple steps:

- 1) Contact the television station in your area and ask for the public service director or the community affairs director. Show them the PSA on the DVD.
- 2) Explain that, if the station would be willing to air the PSA, Rotary International will send the broadcast-quality television PSA tape directly to the station at no cost. Ask the public service director what length and tape format the station accepts. Obtain all the contact information for the station.
- 3) Fill out the form below and fax to Rotary International at +1-847-866-8237.



ROTARY INTERNATIONAL®

TELEVISION STATION

STATION

ADDRESS

CITY

STATE

POSTAL CODE

COUNTRY

CONTACT PERSON

PHONE (INCLUDING COUNTRY CODE)

Language: DE EN ES FR IT JA KO PT SV

Tape Format: Beta SP Beta PAL

Other (describe)

YOUR CONTACT INFORMATION

ROTARY CLUB

NAME

ADDRESS

CITY

STATE

POSTAL CODE

COUNTRY

PHONE

E-MAIL

WHERE WOULD YOU LIKE THE TAPE TO BE SENT?

Television Station Your Address

PLEASE FAX BACK THIS COMPLETED FORM TO +1-847-866-8237.