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A Guide to Using World AIDS Day 2007 Public Service Announcements

Public Service Announcements

TV

- 1) "Get Tested" (Featuring Jamie Foxx and NBA Players) (Duration :30)
- 2) "Get Tested" (Featuring Jamie Foxx, Queen Latifah, and NBA Players) (Duration :60)

Radio

- 1) "Get Tested" (Featuring Chris Tucker) (Duration :30)

Step 1- Contact your local radio and television stations to set up meetings to discuss World AIDS Day (Dec. 1, 2007) and the launch of this major public service campaign in your area (see talking points in Step 2). Consider approaching stations from a number of directions in order to maximize the promotion of HIV prevention through the PSAs. For instance:

- General or Station Manager- *Responsible for general management but may also be responsive to engaging the entire station and its programs in partnership with you to promote your campaign*
- Community Service Director- *Generally responsible for identifying local community projects to support*
- Public Service Director- *Responsible for identifying and promoting various public service campaigns for the station*
- News Director- *Responsible for news coverage*
- Assignment Editor- *Responsible for setting the daily calendar for news coverage and assignments*
- Community Calendars- *Many stations have websites or advertise local events as a public service to the community*

Step 2- Talking points to set up meeting:

- "I am calling you to discuss World AIDS Day and the launch of a major, localized public service campaign to promote HIV testing that is part of a nationally supported effort by the Centers for Disease Control and Prevention (CDC) and the Kaiser Family Foundation. The campaign is produced in outstanding broadcast quality and features top celebrity spokespersons Queen Latifah, Jamie Foxx and Chris Tucker. **The campaign is very innovative in that it provides audiences access to local testing sites in our community via mobile phone text messaging.** In other

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words, it is a local promotion. It's a fresh, cutting-edge approach to reaching target audiences in our community with HIV prevention messages and resources. It will directly serve our community and be part of a national effort. We are interested in exploring a possible partnership with your station on this campaign ... airing these public service announcements ... participating in a special news feature about this innovative effort, ... your support of our local testing and World AIDS Day events ... talk show opportunities for our community leaders ... and getting local World AIDS Day events listed on your community calendar.” (Note: It is always helpful to be prepared to share the data on HIV and AIDS in your community or state.)

Step 3- Some suggestions for media involvement in the campaign:

- Station becomes a partner in support of the campaign by featuring the public service announcements
- Station features a news items about this innovative promotion
- Station develops additional PSAs that feature their on-air personalities to support the testing campaign
- Interview representatives from your organization for the news or local talk shows about the campaign
- Add any of your local events for World AIDS Day or promote the testing campaign to their community calendars
- Develop a “town hall meeting” of community leaders to discuss the value of testing and the campaign on-air

Step 4- Suggested Use of Public Service Announcements:

- To be aired on donated time by local media stations as public service to the community (television/ radio)
- To be utilized at various community events to promote testing (i.e., sporting events, conferences, meetings, fairs)
- To be utilized with featured speakers at local organization meetings (i.e., Rotary, Lions Club, Sororities)
- To be utilized at fundraisers for your organization

NOTE: The broadcast-quality spots are made available rights-free to broadcasters. Spots cannot be altered in any way, and should not be re-tagged.

Step 5- Evaluation:

- Work with local stations to develop a baseline number of HIV testing PSAs to be run and document how often they actually run on the

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station (stations routinely track airing of public service announcements).

- Determine number of people tested in the community prior to the campaign and compare to numbers during and following the campaign.
- Share the results with your partners including the station management.
- **CDC is developing some evaluation steps that may enable us to let you know by zip code how many people responded to the promotion using their cell phones