



Piloting Your PSA and Steering Your National Fishing and Boating Week Promotions



Agenda



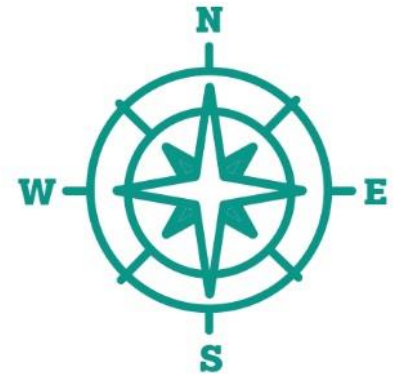
RBFF Target Audience + National Campaign Update



RBFF Resources for NFBW



TV Access PSA Best Practices



Business Objectives

Consumer Engagement

Increase participation in recreational boating and fishing by **recruiting new audiences** to the sport through a national marketing and communications campaign designed to increase awareness of fishing and boating and natural resource conservation, dispel negative stereotypes, and encourage consideration, trial and ultimately participation.

State Engagement

Grow the number of anglers and boaters by working in collaboration with state agencies to develop, implement and evaluate innovative recruitment, retention and reactivation (R3) activities. Share results and details of R3 efforts with all state agencies so that each individual agency can successfully implement these programs.

Industry Engagement

Partner with industry manufacturers and retailers to develop and implement marketing projects designed to increase category growth, while simultaneously, through research; develop consumer insights, knowledge and tools that industry can use to grow its individual brands.



Strategic Plan Overview | Road to 60 in 60

RBFF, in partnership with the industry, hopes to achieve 60 million fishing participants in 60 months (December 2021).

Utilizing a three-pronged approach – recruitment, retention, reactivation – the industry will work toward achieving 60 in 60.

The *main* focus for Take Me Fishing will be on **Recruitment**, while also working with states and industry on **Retention** and **Reactivation** activities.

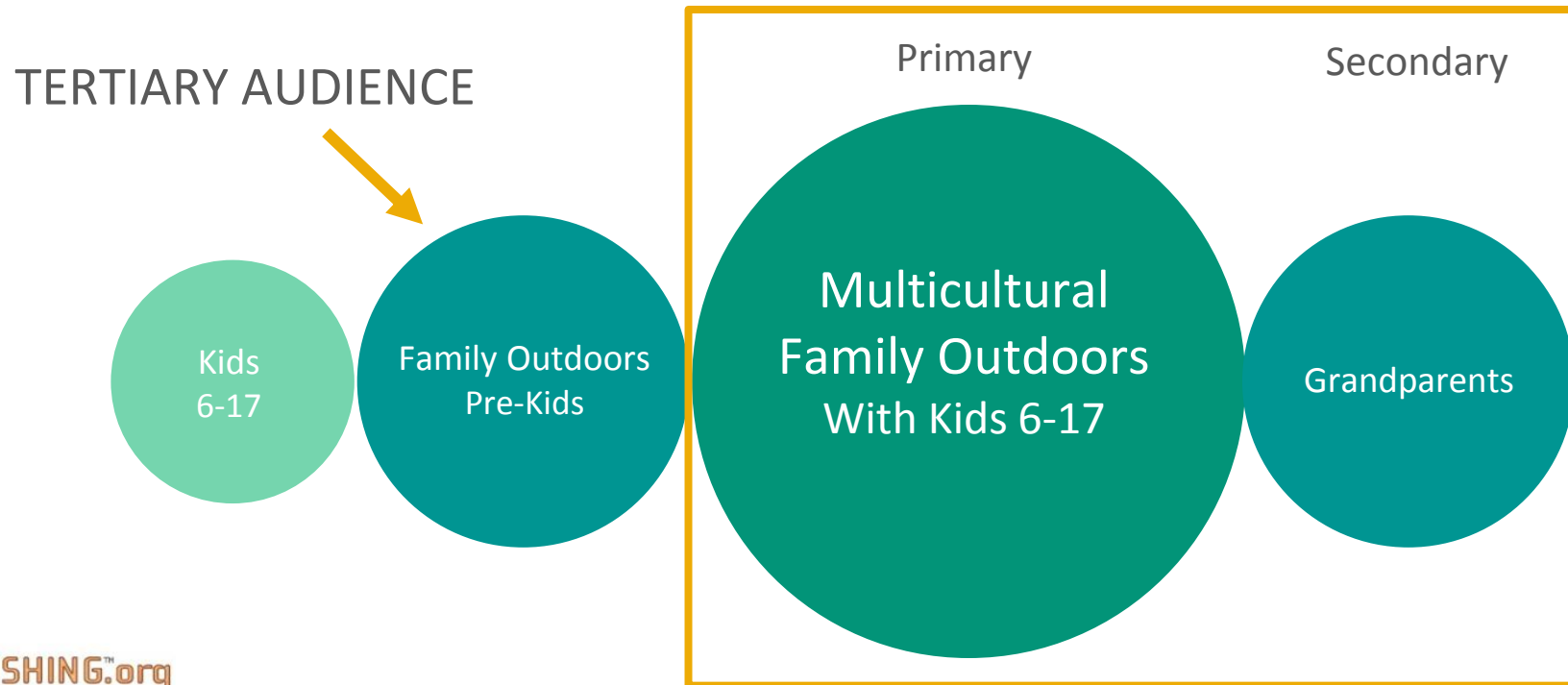




Target Audience

Target Audiences

The Multicultural Family Outdoors and Grandparents audiences present the largest opportunity and, therefore, are at the heart of our creative and media strategies.



TAKEMEFISHING.org



VAMOSAPESCAR.org

Market Size

Multicultural Family Outdoors

18.2M parent of kids age 6-17

27.9M with spouse

47.4M with kids



Grandparents

8M g/parent kids 18 & under

13.9M w/spouse



Total Market =

61.3M



TAKEMEFISHING.org



VAMOSAPESCAR.org



National Campaign & Media Overview

Generating Breakthrough Campaign Ideas

What makes a marketing idea exceed business expectations today?

4
components

- Challenges a cultural norm
- Advances a societal debate
- Is surprising/engaging/provocative
- Is linked to a key differentiator

HAVE A HIGHER PURPOSE

+

DISRUPT YOUR
CATEGORY

FY18 Strategic Opportunity

Human Insight

"We're so consumed by our schedules and screens, I'm worried my family is missing out on what really matters in life."

Strategic Opportunity

**Fishing and Boating:
The antidote to
modern life**

Brand Purpose

To motivate, inspire and help people get out on the water and be successful in their fishing and boating adventures.



TAKEMEFISHING.org



VAMOSAPESCAR.org

2017 Media Strategy



Connect with the Family Outdoors audience in moments when they are celebrating their passions and seeking discovery; showcase the excitement of fishing and boating to motivate participation.









Media Mix

FY18 Media Overview

- Broadcast television
- Digital
 - Audio, weather, display, search/ PPC
- Paid Social






SHOW US YOUR #FIRSTCATCH

Use the hashtag and follow @take_me_fishing to see what others are catching.


Network ▾ LATEST FEATURED POWERED BY #tagboard

qocastaway • 6 days ago




Beautiful morning for bass fishing! Doug said he wanted to take a bass on fly! It was on his need to catch list and that's what we did! Over 20 were caught! Congrats Doug . .

qrantmitchellquideservice • 6 da...



Great quality fish today caught over 40 fish today!! I have Thursday the 18th open call me or message me if interested get out with me while the fishing is red hot!



- Use and promote #FirstCatch hashtag in your marketing, communications and PR efforts



- All # mentions aggregate to our #FirstCatch page on TakeMeFishing.org

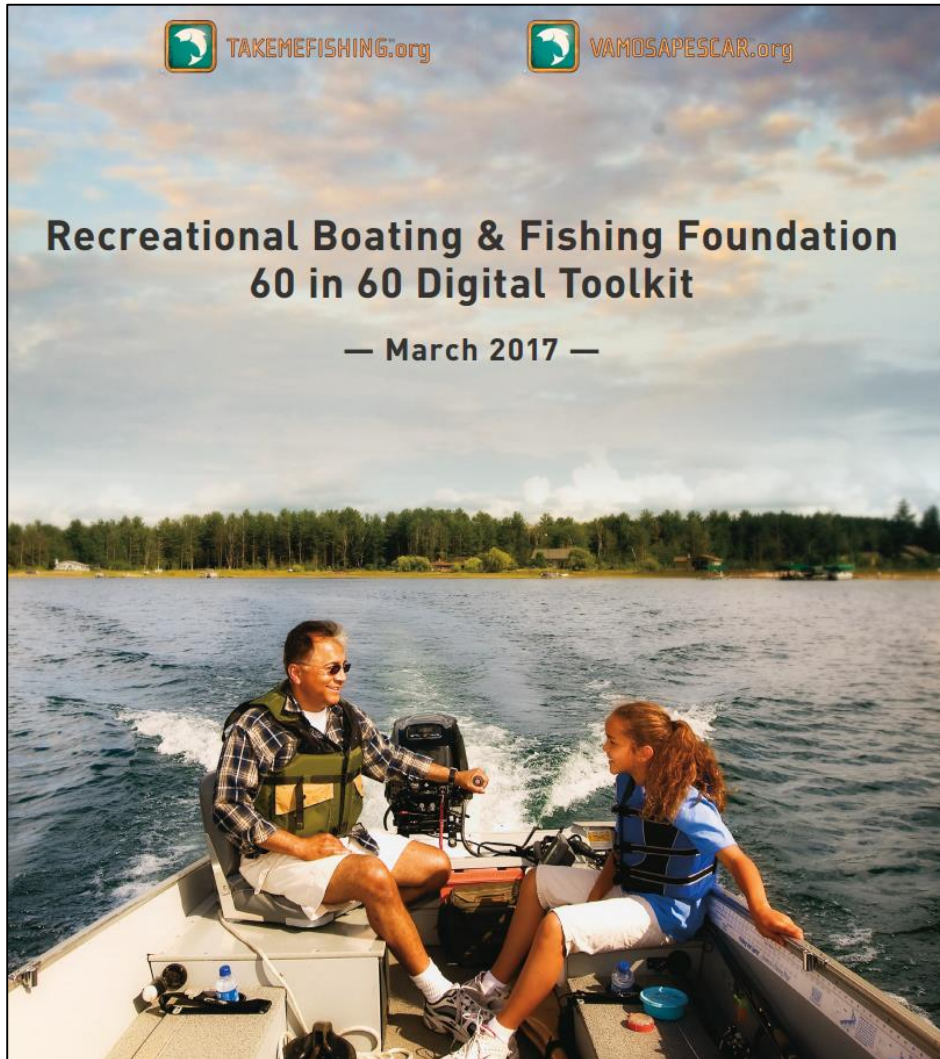




Resources for NFBW

Encourage Participation!

60 in 60 Toolkit!



Time to REACTIVATE Anglers!

IT'S TIME TO RENEW YOUR FISHING LICENSE.

Miles and miles of {State}'s finest lakes, rivers and streams are out there just waiting to be experienced again. Chock-full of open space and peaceful sounds, {State}'s many waterways are the perfect backdrop for pondering life's biggest questions, or ignoring them completely, all while reeling in a few keepers.

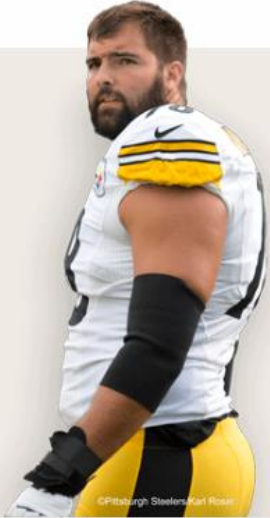
Social Media



The best place in **Florida** to fish and boat is **Lake Talquin**



Love this spot? Share with your friends!



AL VILLANUEVA - PRESQUE ISLE BAY, PENNSYLVANIA

“ Nothing better than fishing the lagoons in the summer. I spend a lot of my free time fishing and really cherish any time on the water. ”



The best place in **Texas** to fish and boat is **Inks Lake**



Love this spot? Share with your friends!



You could win a trip to **Yellowstone.**

Take our fishy little fish personality quiz and enter for a chance to win a fishing and boating adventure to Yellowstone National Park or one of hundreds of Take Me Fishing™ draw-string bags.



The Fishy Personality Quiz

ARE YOU MORE A SALT WATER OR FRESH WATER PERSON?

SALT

FRESH

SODA

SALTWATER TAFFY

WHAT KIND OF BOAT DESCRIBES YOU?



INBOARD/OUTBOARD



BASS BOAT



PONTOON



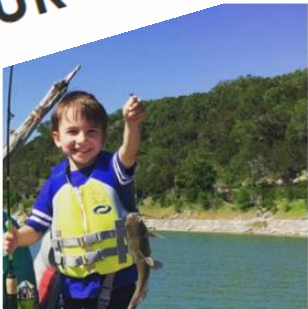
CANOE

Social Media

SHOW US YOUR #FIRSTCATCH



Zoeys first catch cane fishing!! She was so proud 🥰👏 #fishing #canefishing #wildchild #firstcatch #rainbowtrout



This little boy caught his first fish! He had a blast on Opa's boat. Thanks @monicaweinheimer for taking him out! #firstcatch #fishing #weekendfun #adventure



First time fly fishing and I caught this one! 🐟

Congratulations! #firstcatch #takemefishing #natureismyconnection

lovemckaye · 4 days ago



My boo caught his first fish today! 🐟

adventuresinmandyland · 4 days...



Tripp's first ever catch all on his own with his



FISHING TIME = FAMILY TIME

Celebrate
National Fishing & Boating Week



TAKEMEFISHING.org

List Your Events on TakeMeFishing.org



FISHING AND BOATING EVENTS IN MICHIGAN

Jun. 2 [#ReelFun Fishing at Walmart - Grand Rapids](#)
June 2 from 10 a.m. to noon and enjoy some #ReelFun on the water
[READ MORE](#)

Jun. 2 [#ReelFun Fishing at Walmart - New Hudson](#)
June 2 from 10 a.m. to noon and enjoy some #ReelFun on the water
[READ MORE](#)

Jun. 2 [#ReelFun Fishing at Walmart - Belleville](#)
June 2 from 10 a.m. to noon and enjoy some #ReelFun on the water
[READ MORE](#)

[VIEW ALL MICHIGAN EVENTS](#)

- 6/2-6/4 – #ReelFun Walmart events
- 6/5 – World Environment Day
- 6/6 – Fish Personality Quiz
- 6/7 – Twitter Chat With Lower Colorado River Authority
- 6/10 – National Get Outdoors Day
- Free Fishing Days!

NEW Public Service Announcement!



"Telepathy" Fishing License National Public Service Announcement

WE FISH.

WE ALSO CLEAN LOCAL WATERWAYS SO FAMILIES LIKE US CAN FISH AND SWIM.

WE HELP BUILD PUBLIC BOAT RAMPS FOR EASY ACCESS TO THE WATER.

WE PROVIDE FISHING AND WATER SAFETY EDUCATION FOR KIDS.



WE MAINTAIN A HEALTHY FISH POPULATION SO TOMORROW'S ANGLERS CAN ENJOY A CATCH.

WE RESTORE THE CONDITION OF RIVERS TO HELP FISH AND WILDLIFE THRIVE.

WE FUND LONG-TERM PLANS TO PROTECT OUR LAKES AND STREAMS.

ALL BECAUSE WE BUY A FISHING LICENSE.

When you buy a fishing license, you do a lot. In fact, every dollar from a license purchase protects and maintains your local waterways for future generations to enjoy. Learn more at TakeMeFishing.org.

Recreational Boating and Fishing Foundation

Local Outreach Program

TV Access

Additional Resources Available:

1. State Specific PSAs

- Where to find them
- How to download them

2. Reporting Dashboard

- How to navigate site

3. Station Outreach Materials

- Where to find them
- How to use them

State Specific PSAs

- Every State has a :30 second and :60 spot available
- State PSAs are the same as the national PSA, but the end card references each state's TakeMeFishing.org website.

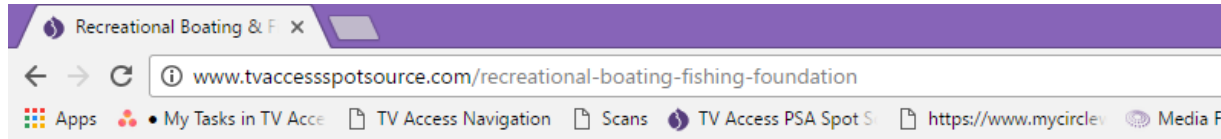


State Specific PSAs- Show Example

National Example

State Specific PSAs-Downloading the PSAs

- All State Specific PSAs are available at:
<http://www.tvaccessspotsource.com/recreational-boating-fishing-foundation>



TV Telepathy State Localized

Alabama Telepathy :60 | :30

Alaska Telepathy :60 | :30

Arizona Telepathy :60 | :30

Arkansas Telepathy :60 | :30

California Telepathy :60 | :30

Colorado Telepathy :60 | :30

Connecticut Telepathy :60 | :30

Delaware Telepathy :60 | :30

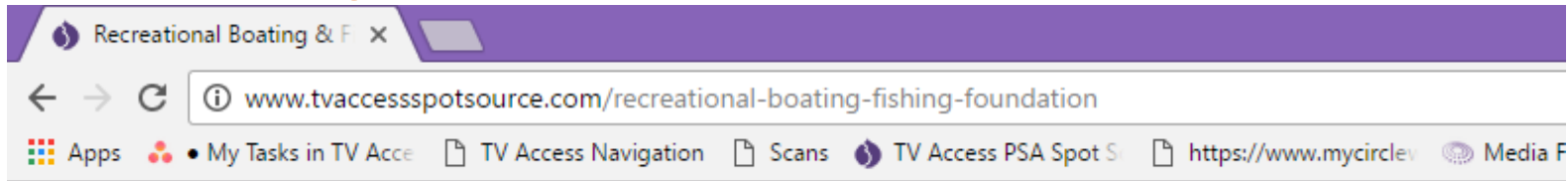
District of Columbia Telepathy :60 | :30

Florida Telepathy :60 | :30

Georgia Telepathy :60 | :30

Hawaii Telepathy :60 | :30

State Specific PSAs-Downloading the PSAs



TV Telepathy State Localized

- Alabama Telepathy :60 | :30
- Alaska Telepathy :60 | :30
- Arizona Telepathy :60 | :30
- Arkansas Telepathy :60 | :30
- California Telepathy :60 | :30
- Colorado Telepathy :60 | :30
- Connecticut Telepathy :60 | :30
- Delaware Telepathy :60 | :30
- District of Columbia Telepathy :60 | :30
- Florida Telepathy :60 | :30
- Georgia Telepathy :60 | :30
- Hawaii Telepathy :60 | :30

Once you find your state, click on the video length :60 or :30 and it will begin downloading automatically.

PLEASE NOTE:

- These are .mov files and can be viewed with QuickTime Media Player.
- These are broadcast quality and can take a while to download. Expect 20 mins for the :60 and 10 mins for the :30.

Reporting Dashboard

Reports available at:

www.tvaccessreports.com/rbff

Uses RBFF Partners have for the dashboard:

- See which stations are airing the PSAs
- Identify the stations RBFF already sent the PSA, and access their contact information
- See which stations are now airing your PSA after your outreach efforts
- Access the station outreach materials and templates

Reporting Dashboard [-www.tvaccessreports.com/rbff](http://www.tvaccessreports.com/rbff)

Click on the TV link

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Choose the top link

[RBFF "Telepathy" English 2017 TV Report](#) Click here for airing information on your PSA.

[RBFF "Telepathy" English 2017 TV Receiving List](#)

Click here for a list of stations that received the PSA.

[RBFF "Telepathy" Spanish 2017 TV Receiving List](#)

Click here for a list of stations that received the PSA.

[RBFF 2016 Total English Airings TV Report](#) Click here for airing information on your PSA.

[RBFF Fishing 2016 Cable TV Report](#)

Click here for airing information on your PSA.

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[View Graph for 'Airing By Network'](#)

All Markets ▾ All States ▾

RBFF Telepathy TV Report
Posting Date: 5/17/2017
Results Through: 4/30/2017

Stations Reporting Airings 14
Broadcasts Reported 238
Average Broadcasts Per Station 17
Broadcast Audience Impression 1,927,980
Equivalent Dollar Value \$32,368.00

STATION	NAME	CHANNEL	NETWORK	CITY	STATE	MARKET	AIRINGS	AUDIENCE
WVVH	WVVH TV 50	23	IND	WAINSCOTT	NY	NEW_YORK_(1)	16	3200
WCIX	WCIX-TV	6	IND	DORAL	FL	MIAMI/FT_LAUDERDALE	3	213000
WFXR	WFXR-TV	27	FOX	ROANOKE	VA	ROANOKE-LYNCHBURG	8	8000
EMTW	EMTW-DT	8	ABC	PORTLAND	ME	PORTLAND-AUBURN	13	0
WMTW	WMTW-TV	8	ABC	WESTBROOK	ME	PORTLAND-AUBURN	2	68000
KCPN	KCPN-LP	33	IND	AMARILLO	TX	AMARILLO	9	45000
KCIT	KCIT-TV	14	FOX	AMARILLO	TX	AMARILLO	5	45000
OERO	OERO-DT	23	ABC	BAKERSFIELD	CA	BAKERSFIELD	3	0
NAAL	NAAL-DT	6	ABC	AUSTIN	MN	ROCHESTER-MASON_CITY	10	0
KAAL	KAAL-TV	6	ABC	ROCHESTER	MN	ROCHESTER-MASON_CITY	17	238000
WKTV	WKTV-TV	2	NBC	UTICA	NY	UTICA	75	1275000
HKTU	HKTU-DT	2	NBC	UTICA	NY	UTICA	39	0
GKTU	GKTU-DT	2	NBC	UTICA	NY	UTICA	16	0
EKTU	EKTU-DT	2	NBC	UTICA	NY	UTICA	22	32780

[Submit changes to database](#)

You can see when the report was posted, and when the results are through.

The site is updated on the 15th of the month, and reflects results through the previous month.

Reporting Dashboard - www.tvaccessreports.com/rbff

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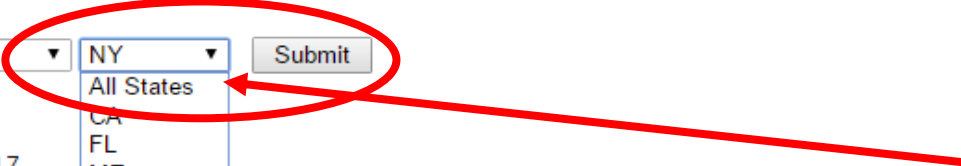
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All Markets

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Results Through: 4/30/2017

Stations Reporting Airings
Broadcasts Reported
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Use this drop down box to find your state and then click the "Submit" button.

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NAAL	NAAL-DT	6	ABC	AUSTIN	MN	ROCHESTER-MASON_CITY	10	0
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EKTU	EKTU-DT	2	NBC	UTICA	NY	UTICA	22	32780

If you do not see your state listed, there have been no airings in your state.

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All Markets ▾ All States ▾

RBFF Telepathy TV Report

Posting Date: 5/17/2017

Results Through: 4/30/2017

Sorted By State: NY

Stations Reporting Airings 5
Broadcasts Reported 168
Average Broadcasts Per Station 34
Broadcast Audience Impression 1,310,980
Equivalent Dollar Value \$22,848.00

STATION	NAME	CHANNEL	NETWORK	CITY	STATE	MARKET	AIRINGS	AUDIENCE
WVH	WVH TV 50	23	IND	WAINSCOTT	NY	NEW_YORK_(1)	16	3200
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HKT	HKT-DT	2	NBC	UTICA	NY	UTICA	39	0
GKT	GKT-DT	2	NBC	UTICA	NY	UTICA	16	0
EKT	EKT-DT	2	NBC	UTICA	NY	UTICA	22	32780

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Here you can see a quick summary of your airings.

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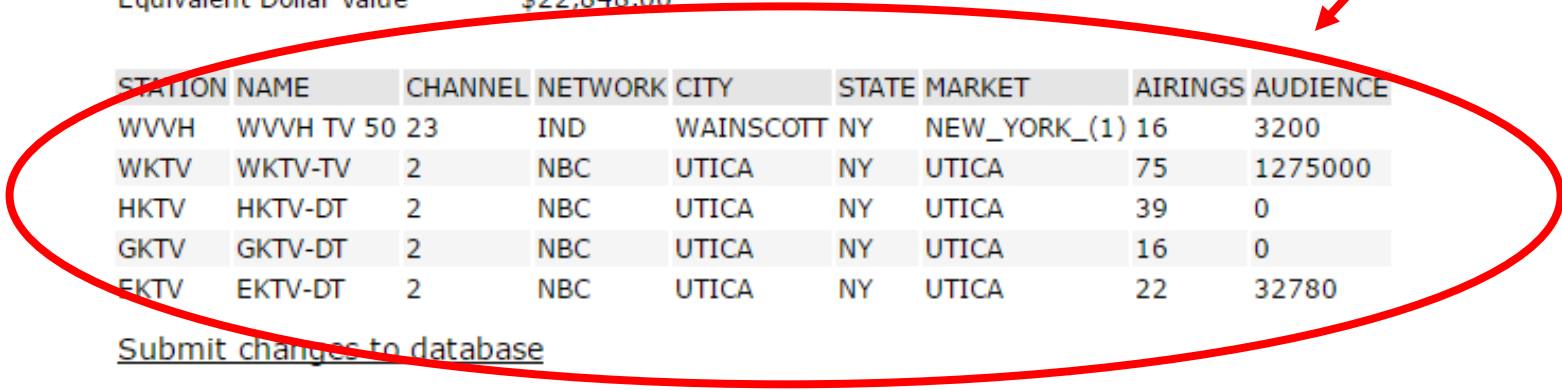
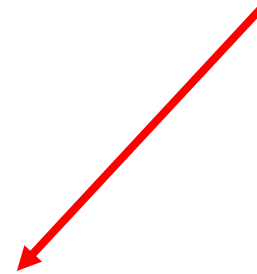
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GKT	GKT-DT	2	NBC	UTICA	NY	UTICA	16	0
EKT	EKT-DT	2	NBC	UTICA	NY	UTICA	22	32780

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This is a list of the stations airing your PSA.



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Click on the Dashboard link



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[RBFF Telepathy 2017-2018 Dashboard](#)
[RBFF Fish and Protect 2014 Dashboard](#)

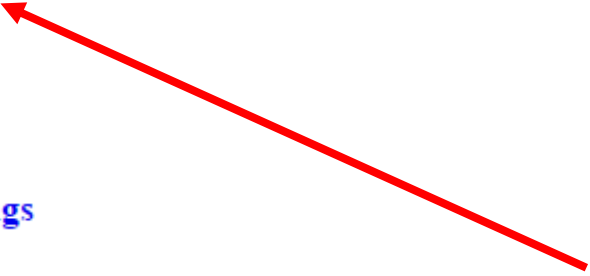
Click here for sigma data regarding your PSA.
Click here for sigma data regarding your PSA.

Choose the correct year link

Reporting Dashboard - www.tvaccessreports.com/rbff

Daypart
Version
Market Rank
Network
Weekly
Sigma Report
Sigma Summary
National PSA Rankings

Stations Reporting Airings	58
Broadcasts Reported	755
Average Broadcast per Station	13



These top links are graphs that breakdown the airings by the different measurements.

These metrics are cumulative for all airings, not state specific.

Reporting Dashboard - www.tvaccessreports.com/rbff

Daypart
Version
Market Rank
Network
Weekly
Sigma Report
Sigma Summary
National PSA Rankings

Stations Reporting Airings	58
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Average Broadcast per Station	13



Click on Sigma Report.

Reporting Dashboard - www.tvaccessreports.com/rbff

RBFF TELEPATHY 2017_2018

Report Start Date: 4/22/2017
Results Through: 5/15/2017
Stations Reporting Airings: 58
Total Airings Reported: 755
NAB Dollar Value: \$102,680

Save Market Data as .CSV file

Refine Airings by Month/Year: From: To:

This page shows the detailed information for each airing including which version aired, at what time of day, and during which program, etc.

Market Rank	Market Area	Station	Network	Date Aired	Day of Week	Daypart	Half Hour Aired	Program Name	Version
165	ABILENE-SWEETWATER	KXVA	FOX	5/5/2017	FR	EM	0730A	WAKE UP WEST TEXAS	30
165	ABILENE-SWEETWATER	KXVA	FOX	5/5/2017	FR	PT	0930P	THE BIG BANG THEORY	30
165	ABILENE-SWEETWATER	KXVA	FOX	5/4/2017	TH	EM	0830A	WHO WANTS TO BE A MILLIONAIRE	30
165	ABILENE-SWEETWATER	KXVA	FOX	5/8/2017	MO	EM	0330A	PAID PROGRAM	30
165	ABILENE-SWEETWATER	KXVA	FOX	5/3/2017	WE	EM	0700A	WAKE UP WEST TEXAS	30
165	ABILENE-SWEETWATER	KXVA	FOX	5/10/2017	WE	EM	0700A	WAKE UP WEST TEXAS	30
165	ABILENE-SWEETWATER	KXVA	FOX	5/12/2017	FR	EF	0600P	FOX15 NEWS AT 6	30
165	ABILENE-SWEETWATER	KXVA	FOX	5/12/2017	FR	EM	0730A	WAKE UP WEST TEXAS	30
165	ABILENE-SWEETWATER	KXVA	FOX	5/8/2017	MO	EM	0700A	WAKE UP WEST TEXAS	30
165	ABILENE-SWEETWATER	KXVA	FOX	5/11/2017	TH	EM	0730A	WAKE UP WEST TEXAS	30

Records per Page:

Reporting Dashboard - www.tvaccessreports.com/rbff

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You can sort this information by clicking on any of the column headings.

Refine Airings by Month/Year: From: To:

1 2 3 4 5 6 7 8 9 10 ... >>										
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165	ABILENE-SWEETWATER	KXVA	FOX	5/4/2017	TH	EM	0830A	WHO WANTS TO BE A MILLIONAIRE	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/8/2017	MO	EM	0330A	PAID PROGRAM	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/3/2017	WE	EM	0700A	WAKE UP WEST TEXAS	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/10/2017	WE	EM	0700A	WAKE UP WEST TEXAS	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/12/2017	FR	EF	0600P	FOX15 NEWS AT 6	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/12/2017	FR	EM	0730A	WAKE UP WEST TEXAS	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/8/2017	MO	EM	0700A	WAKE UP WEST TEXAS	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/11/2017	TH	EM	0730A	WAKE UP WEST TEXAS	30	

1 2 3 4 5 6 7 8 9 10 ... >>

Records per Page:

Reporting Dashboard - www.tvaccessreports.com/rbff

RBFF TELEPATHY 2017_2018

Report Start Date: 4/22/2017
Results Through: 5/15/2017
Stations Reporting Airings: 58
Total Airings Reported: 755
NAB Dollar Value: \$102,680

You can also download this information into a spreadsheet where you can further dissect the information.

Save Market Data as .CSV file

Refine Airings by Month/Year: From: To:

1 2 3 4 5 6 7 8 9 10 ... >>										
Market Rank	Market Area	Station	Network	Date Aired	Day of Week	Daypart	Half Hour Aired	Program Name	Version	
165	ABILENE-SWEETWATER	KXVA	FOX	5/5/2017	FR	EM	0730A	WAKE UP WEST TEXAS	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/5/2017	FR	PT	0930P	THE BIG BANG THEORY	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/4/2017	TH	EM	0830A	WHO WANTS TO BE A MILLIONAIRE	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/8/2017	MO	EM	0330A	PAID PROGRAM	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/3/2017	WE	EM	0700A	WAKE UP WEST TEXAS	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/10/2017	WE	EM	0700A	WAKE UP WEST TEXAS	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/12/2017	FR	EF	0600P	FOX15 NEWS AT 6	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/12/2017	FR	EM	0730A	WAKE UP WEST TEXAS	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/8/2017	MO	EM	0700A	WAKE UP WEST TEXAS	30	
165	ABILENE-SWEETWATER	KXVA	FOX	5/11/2017	TH	EM	0730A	WAKE UP WEST TEXAS	30	

1 2 3 4 5 6 7 8 9 10 ... >>

Records per Page:

Outreach Efforts

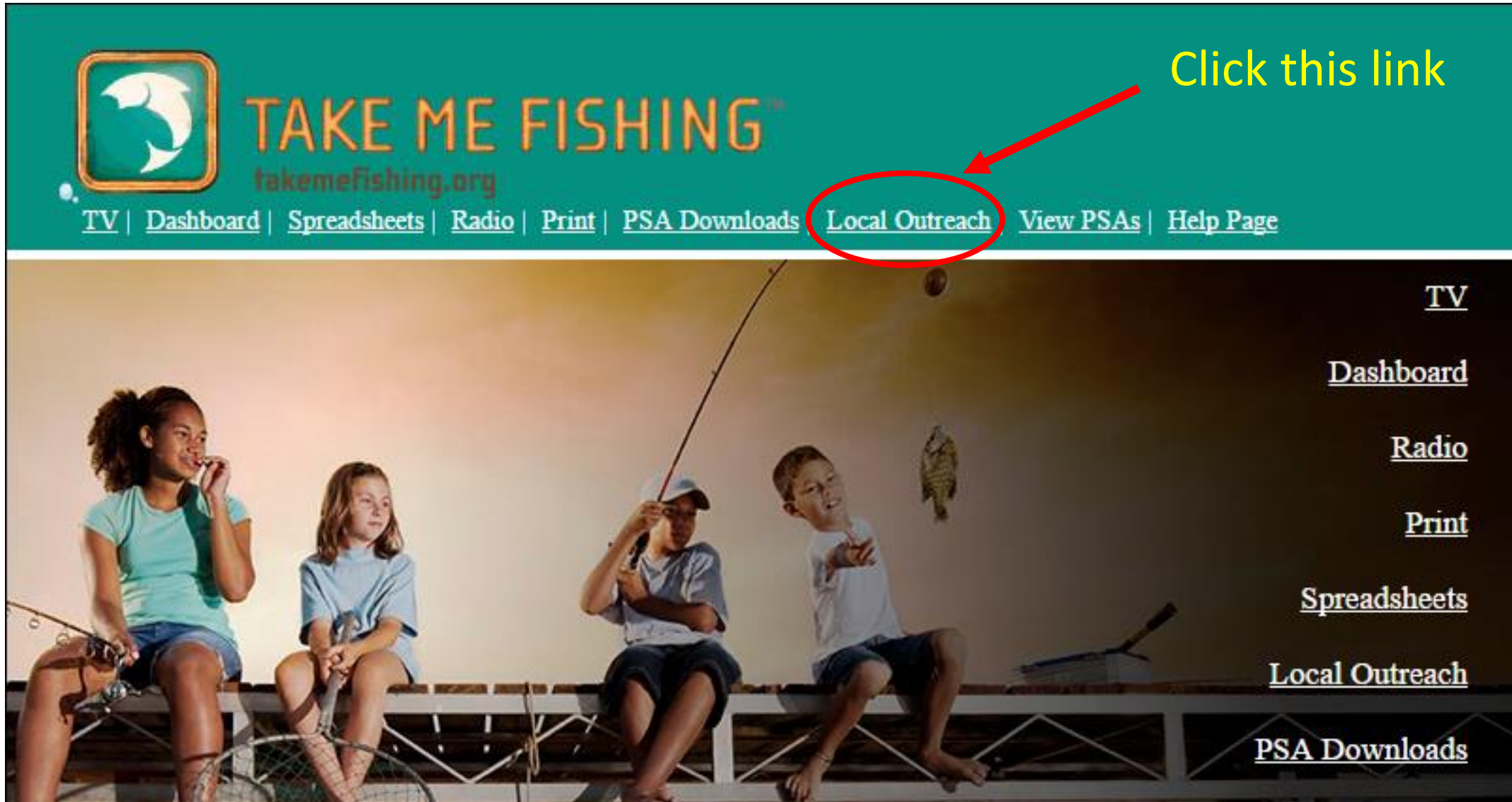
Station Outreach Materials Available:


- Templates of letters and emails that are easily customizable
- Script for phone calls
- Helpful tips when reaching out

Available at:

<http://www.tvaccessreports.com/rbff/>

Outreach Efforts- Where to Find Them



 **TAKE ME FISHING™**
takemefishing.org

[TV](#) | [Dashboard](#) | [Spreadsheets](#) | [Radio](#) | [Print](#) | [PSA Downloads](#) | **[Local Outreach](#)** | [View PSAs](#) | [Help Page](#)

[TV](#)

[Dashboard](#)

[Radio](#)

[Print](#)

[Spreadsheets](#)

[Local Outreach](#)

[PSA Downloads](#)

The image shows a screenshot of the 'Take Me Fishing' website. The top navigation bar is teal and contains the website's logo and name, followed by a list of menu items: TV, Dashboard, Spreadsheets, Radio, Print, PSA Downloads, Local Outreach, View PSAs, and Help Page. The 'Local Outreach' link is circled in red, and a red arrow points to it from the text 'Click this link' in yellow. Below the navigation bar is a large photograph of four children sitting on a boat, fishing. On the right side of the page, there is a vertical list of the same menu items, with 'Local Outreach' highlighted in white text on a dark background.

Outreach Efforts- The Documents



Station Receiving Lists:

["Telepathy" English TV Receiving List](#)

["Telepathy" Spanish TV Receiving List](#)

["This Is A Test" 2017 English Radio Receiving List](#)

["This Is A Test" 2017 Spanish Radio Receiving List](#)

Downloadable Outreach Documents:

[How To Overcome Objections \(.doc\) | \(.pdf\)](#)

[How To Support PSA's Locally \(.doc\) | \(.pdf\)](#)

[Radio/TV Pitch Email \(.doc\)](#)

[TV Phone Script \(.doc\)](#)

[Station Pitch/Follow Up Letter \(.doc\)](#)

[Station Thank You Letter \(.doc\)](#)

First, you will want to read this document in full before starting your outreach efforts.

This document gives some tips to prepare a plan.

Outreach Efforts- The Documents

READINESS CHECK LIST

RBFF's TV and Radio Public Service Announcement Initiative

May 2017

In order for the RBFF PSA initiative to be most effective, we want to help you prepare for this opportunity! The following are guidelines intended to help you effectively participate in this initiative. Please note that a small amount of planning, preparation, and a commitment to follow through are keys to success.

CHECK LIST RECOMMENDATIONS:

- Visit takemefishing.org/corporate for more information on RBFF.
- Visit takemefishing.org for more information and check your state's information and become familiar with it.
 - Visit your state's RBFF website: [www.TakeMeFishing.org/\(your state\)](http://www.TakeMeFishing.org/(your state)). The PSA refers audiences to the [www.TakeMeFishing.org/\(your state\)](http://www.TakeMeFishing.org/(your state)) website to find out more information on boating and fishing and PSA directors may ask you questions about it.

Outreach Efforts- The Documents

- **Take advantage of this opportunity to engage the media further.**
 - This is the time to contact the public service directors (or appropriate person) at the stations who have received the PSA package via mail. Your phone call will not only help encourage them to air the PSA, but will also help build a bridge with this media for all your local efforts. Once the public becomes aware of an issue, other media sources will focus more attention on that same issue. This is our goal! We want your mission to be known.
 - **Be assertive!** Schedule face-to-face meetings when possible, or contact by phone, mail or e-mail. Use the sample script templates that have been provided for you. Sometimes it may be difficult to get in touch with the media so try all of these methods. Be patient and polite—but be persistent.
 - **Be prepared!** Plan the key points you want to make when contacting the media. Anticipate and prepare answers to questions that may arise.
 - **Reiterate that you are a resource for them.** You provide more detailed information that they may not know. This will help establish a two-way relationship with them. Not only are they helping you, but you are helping them as well.
 - The media needs to put a local face on the issues we are dealing with at a national level. You are the experts. Tell your stories. Make the issues relevant to the community around you. When the issues become more relevant on a personal level, they have a greater impact.

Outreach Efforts- The Documents



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[TV Phone Script \(.doc\)](#)

[Station Pitch/Follow Up Letter \(.doc\)](#)

[Station Thank You Letter \(.doc\)](#)

Next, you will want to read over this document.

It gives some common objections you may face from stations and how to overcome them.

Most importantly, it reiterates the importance of local conservation efforts.

Outreach Efforts- Receiving Lists



Station Receiving Lists:

["Telepathy" English TV Receiving List](#)

["Telepathy" Spanish TV Receiving List](#)

["This Is A Test" 2017 English Radio Receiving List](#)

["This Is A Test" 2017 Spanish Radio Receiving List](#)

Downloadable Outreach Documents:

How To Overcome Objections ([.doc](#)) | ([.pdf](#))

How To Support PSA's Locally ([.doc](#)) | ([.pdf](#))

Radio/TV Pitch Email ([.doc](#))

TV Phone Script ([.doc](#))

Station Pitch/Follow Up Letter ([.doc](#))

Station Thank You Letter ([.doc](#))

← These documents contain all of the stations that were mailed a hard copy of the PSAs.

Your state received a copy of your *state specific* PSA in both lengths.

This list contains station contact information.

Outreach Efforts- Templates



Station Receiving Lists:

["Telepathy" English TV Receiving List](#)

["Telepathy" Spanish TV Receiving List](#)

["This Is A Test" 2017 English Radio Receiving List](#)

["This Is A Test" 2017 Spanish Radio Receiving List](#)

Downloadable Outreach Documents:

How To Overcome Objections ([.doc](#)) | ([.pdf](#))

How To Support PSA's Locally ([.doc](#)) | ([.pdf](#))

[Radio/TV Pitch Email \(.doc\)](#)

TV Phone Script ([.doc](#))

Station Pitch/Follow Up Letter ([.doc](#))

Station Thank You Letter ([.doc](#))

This template can be used to email the stations directly. It includes a brief explanation that the station was already sent the PSAs by hardcopy, and it gives them the link to download the PSAs

Outreach Efforts- Templates



Station Receiving Lists:

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["Telepathy" Spanish TV Receiving List](#)

["This Is A Test" 2017 English Radio Receiving List](#)

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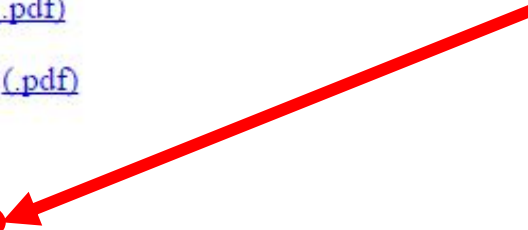
Radio/TV Pitch Email ([.doc](#))

TV Phone Script ([.doc](#))

Station Pitch/Follow Up Letter ([.doc](#))

Station Thank You Letter ([.doc](#))

You can use this phone script when calling the stations.



Outreach Efforts- Templates



Station Receiving Lists:

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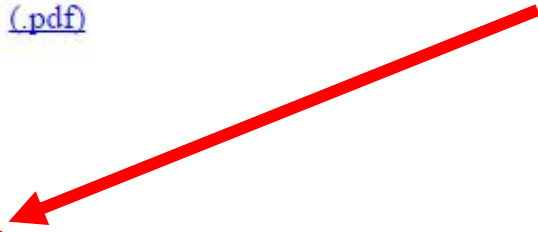
TV Phone Script [\(.doc\)](#)

[Station Pitch/Follow Up Letter \(.doc\)](#)

Station Thank You Letter [\(.doc\)](#)

This template can be used to mail to the stations as a follow up, after you have called them, if you see they are not already airing the message.

You can also use this letter to reach out to local stations that had not yet received the PSA.



Outreach Efforts- Templates



Station Receiving Lists:

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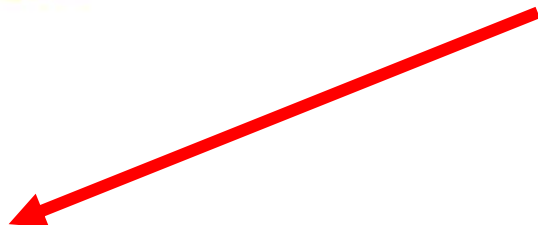
TV Phone Script [\(.doc\)](#)

Station Pitch/Follow Up Letter [\(.doc\)](#)

[Station Thank You Letter \(.doc\)](#)

After you have called or sent an email to the stations, you can check the reporting site to see if they are airing the PSA.

If they are airing the PSA, we encourage you to follow up with a thank you letter.



Best Practices:

1. **PARTICIPATE-** This is a good opportunity for you to build a relationship with local media and make them aware of your local conservation efforts.
2. Have a plan in place.
 1. Check the reporting site and make a list of stations not airing your PSA
 2. Check to see if there are any other local stations that RBFF did not send the PSA to (Don't forget to check into local college stations, local cable stations, etc).

Best Practices: A recommended timeline to follow:

1. Send a letter or email to the stations you'd like to contact.
2. After 2 weeks, follow up with a phone call.
3. After 2 weeks after the phone call, check to see if the station is airing your message.
 1. If they are airing your message, send a thank you letter or email.
 2. If they are not, follow up with a second email or phone call.
4. 2 weeks later check to see if the stations that were sent a second email/phone call are now airing, and if so, send a thank you letter or email.

Best Practices:

Just remember that the goal of these outreach materials is for you to be able to have a way in with the local media in an effort to raise awareness of your local conservation efforts.

Contact Info:

Marketing Campaign – rpiacenza@rbff.org

Resources – jmartonik@rbff.org

PSA – rauslander@rbff.org

TV Access – jen@tvaccess.com