

# MEDIA SUGGESTIONS

## RADIO PUBLIC SERVICE ANNOUNCEMENTS

Most stations are required to run Public Service Announcements free of charge and will include any items of interest. (Some will ask that you omit ticket price information.)

## TELEVISION PUBLIC SERVICE ANNOUNCEMENTS

If you have a local television station, they will produce (and distribute to other area stations, if you ask) a Public Service Announcement for you free of charge. Use the included announcement copy from the SHOW PRESS RELEASES and the SHOW GRAPHIC or your own organization logo. Have the ticket information and phone numbers printed in large letters - all big enough to use on camera as part of the visual format (perhaps at the tag end of the announcement). The Public Service Director at the television station can probably help or offer suggestions about how to do it. The radio 30-second Public Service Announcement can be used as the audio portion of your television Public Service Announcement. Again, some stations ask that you not include ticket prices in a Public Service Announcement, but you can usually mention a phone number “for more information.”

## SOCIAL MEDIA

Social media is a great way to get people interested in your production, and the best part is, much of it is free! Facebook, Instagram, and Twitter updates throughout the week are a great way to build excitement and can be done from your organization’s accounts as well as your own personal accounts. You can also use Facebook to create an “event” for the performance. Cast members and their families can then send out invites to their contact lists inviting them to attend the “event”. There’s a show-specific Facebook Banner as well as an Instagram post for you to use located in the online SHOW SPECIFIC Information.