



Media Outreach Tool Kit for Shelters



The Shelter Pet Project formally launched this past fall with national advertisements to promote pet adoption. The campaign includes TV, radio, print, outdoor and online ads, which have been distributed to over 33,000 media outlets. The Shelter Pet Project is the first animal-related cause supported by the Ad Council.

Public and community service directors for TV, radio, and newspaper media outlets in your area have received a kit of these ads to air or run in their publication. Media outlets typically reserve some limited space for “donated media”—or free media space designated to support campaigns that inform the public and offer solutions to problems prevalent in our communities.

Please use the instructions in this guide to contact your local PSA director *today* and ask them to help the cause of homeless pets by running Shelter Pet Project PSAs.

Thank you!

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Media Outreach Tips

****Please remember that Ad Council PSAs can only run in donated media. We cannot pay for any advertising space so when you contact PSA Directors, you are specifically asking them to donate media to this issue.**

1. First, make a list of the TV or Radio stations (or local magazines/newspapers) in your area that you would like to contact. A personal phone call is most effective, so look on the stations' websites for the appropriate number to call.

- To access a list of the TV and Radio stations in your state or your city, please use the links below. Each station has a different website, so when you are looking at the station's contact information, if you don't see a phone number for the public service or community affairs director, call the main number and ask to be connected to them. For smaller broadcast stations, the general manager may handle these PSA duties.

TV: <http://www.high-techproductions.com/us.htm> (if your local station outlet isn't listed search the station's website to find the right person to reach out to.)

Radio: <http://www.radio-locator.com/cgi-bin/page?page=states>

2. Prepare what you are going to say to the public service or community affairs director (sample scripts have been included on pages 5-8).

- The media outlet will want to understand how this campaign will help the local community. Be prepared with local shelter intake and euthanasia statistics to paint a picture of the problem in your community.
- Explain how pet adoption can save lives and why people should adopt a pet.
- Review the Fact Sheet on page 12 for additional background and scope of the campaign.

3. When to Call.

- Call during business hours when you're feeling energetic and comfortable with what you want to say. If you get a voicemail, leave a brief message with your

name and why you're calling (Sample script on page 7). Don't hesitate to call back after a day or two if you haven't heard back.

4. Thank them!

- Follow-up a few weeks after your call. If they've run the PSA, thank them. If they haven't, ask if they have any additional questions or need more information or materials.
- Follow-up a few months later (after they run the PSA) to report back on the impact of those spots or ads: maybe you have seen an increase in visitors to your shelter, maybe the number of shelter pet adoptions has increased, etc. Feel free to share any anecdotal stories from individuals that will help drive home the importance—and the impact—of these PSAs.

We want to hear from you so please also let us know about the successes your shelter sees as a result of the Shelter Pet Project! You can submit feedback via our facebook page www.facebook.com/shelterpets or our online form: www.animalsheltering.org/adoptionfeedback

Telephone Script (if you reach a person)

Hello, my name is [name] and I am calling on behalf of [local shelter name] to ask you to run The Shelter Pet Project [TV/Radio] PSAs promoting the issue of shelter pet adoption.

[I have seen/ I have not seen] the PSAs run on your station and [appreciate the support for/would appreciate your support in] getting this important message out into the community.

In the next year, [number] dogs and cats in [name of state/city/county] will come into our local shelters, and [number] will never find a home. By [running/continuing to run] these PSAs, you can help save those pets' lives by encouraging people in our community to make them part of their families.

Do you have the PSA materials you need in order to support this critical issue? May I also get your email address so I can follow-up with some additional information? [Whether they have the materials or not, get their email so you can send a thank-you note with a link to the PSAs as an added measure to ensure they have what they need in order to run our ads.]

Thank you so much for your time.

Follow-Up Email (if you spoke to someone)

Subject: Shelter Pet Project PSA Campaign

Dear [Name],

Thank you for taking the time to speak with me the other day. [I am very glad you are interested in running The Shelter Pet Project PSAs/I wanted to follow up to provide you with some additional information].

As I mentioned when we spoke, [number] dogs and cats in [name of state/city/county] will come into our local shelters, and [number] will never find a home. By [running/continuing to run] these PSAs, you can help save those pets' lives by encouraging people in our community to make them part of their families.

Below is a link to where you can view and download the PSA materials.

[The Shelter Pet Project PSAs](http://bit.ly/cT0AI3) – (http://bit.ly/cT0AI3)

If you have any further questions please do not hesitate to contact me. I can be reached at [telephone number].

Thank you again for your time and support of this important message.

Sincerely,

[Name]

Telephone Script (voicemail message)

Hello, my name is [name] and I am calling on behalf of [local shelter name] to ask you to [run/continue to run] The Shelter Pet Project [TV/Radio] PSAs promoting shelter pet adoption.

In the next year, [number] dogs and cats in [name of state/city/county] will come into our local shelters, and [number] will never find a home. By [running/continuing to run] these PSAs, you can help save those pets' lives by encouraging people in our community to make them part of their families.

I would appreciate the opportunity to speak with you further about this important issue so please feel free to contact me at [telephone number] at your earliest convenience.

Thank you and I hope to hear from you soon.

Follow Up Email to Voicemail

(Some public service or community affairs director may leave their email address on their voicemail)

Subject: Shelter Pet Project PSA Campaign

Dear *[Name]*,

*Per my voicemail, I am following up on my request for you to **[run/continue to run]** The Shelter Pet Project **[TV/Radio]** PSAs, promoting shelter pet adoption.*

*In the next year, approximately **[number]** dogs and cats in **[name of state/city/county]** will come into our local shelters, and **[number]** will never find a home. By **[running/continuing to run]** these PSAs, you can help save those pets' lives by encouraging people in our community to make them part of their families.*

Below is a link to where you can view and download the PSA materials.

[The Shelter Pet Project PSAs](http://bit.ly/cT0Al3) – (http://bit.ly/cT0Al3)

*I **[appreciate your support of/encourage you to support]** these PSAs to **[continue to promote/promote]** this important message out into the community. If you should have any additional questions, please feel free to contact me at **[telephone number]**.*

Sincerely,

[Name]

Where to View and Order PSA Materials

www.adcouncil.tv

PSA directors should be able to download the PSAs directly from this site. Please see the Ad Council TV user guide for additional information.

If PSA directors aren't able to download the spots, hard copies of the materials can be ordered from Ad Council's PSA Central for free.

<http://psacentral.adcouncil.org>

If this is your first visit, **you need to register** using the link in the login box. All you need to use is click on the applicable box.

Then you need to select Pet Adoption from the drop down menu and the type of medium you want (TV, radio, print, etc.).

About the Ad Council

Since 1942, The Ad Council has harnessed the best that leaders in business, advertising and media have to offer to make Americans safer, healthier, better educated, happier and more empowered. For 66 years, The Ad Council's mission has been to identify significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society.

A review of the Ad Council's campaign dockets through the years demonstrates the organization's commitment to address the most pressing social issues of the day. To that end, the Ad Council campaign docket recently expanded to include the Pet Adoption campaign, the first time ever Ad Council campaign to focus on an animal welfare issue.

As the premier provider of public service advertisements (PSAs), the Ad Council develops comprehensive and holistic integrated communications utilizing traditional and new media elements alike. In 2008, the Ad Council received \$1.8 billion in donated media, or 20% of the coveted \$9 billion U.S. donated media universe. In the category where all nonprofit entities vie for PSA time, the Ad Council is the foremost category leader.

These remarkable numbers are achieved as a result of the Ad Council's unique methods including an extensive distribution network and well-established relationships with key media decision makers. The Ad Council's unique model utilizes a proprietary media database and provides dissemination and outreach to over 33,000 national media outlets. In fact, our television commercials have more than 20,000 different pathways into people's homes through broadcast partners alone.

The Ad Council approaches leaders at national media companies to obligate more than half a billion dollars worth of upfront commitments annually on behalf of all Ad Council campaigns. To complement this outreach, the Ad Council works to solidify our relationship at the local level through the Regional Media Directors, who are deployed to every media market in the U.S. to promote all Ad Council campaign messages and secure local media.

Additionally, a number of tools, including the Ad Council website (www.adcouncil.org), the bi-monthly *Public Service Advertising Bulletin* which lists descriptions of all current Ad Council campaigns and available campaign materials, the Ad Council's online fulfillment center (<http://psacentral.adcouncil.org>) and a calendar of key national

holidays and events relevant to the campaign issues (i.e. October is Adopt a Dog month), are made available to the media to make it easier for Public Service Directors (PSDs) to access information and materials for the campaigns.

This multi-layered media outreach strategy maximizes national and local support to deliver premier media placements, nearly 70% of which air in highly desirable times during the day and early evening.

PSDs receive hundreds of PSAs each month all vying for limited PSA space. Having the Ad Council logo propels our spots to the top of the list due to their quality and the importance of the messages we brand. In fact, 9 out of 10 PSDs reported placing an Ad Council PSA as part of their media mix. Additionally, 78% of television PSDs noted a personal relationship with an Ad Council representative. Further, 65% of respondents said that the Ad Council serves their station's needs better than others and 54% said local outreach differentiates the Ad Council from other public service advertisers.

The majority of donated media time and space is received from local media companies and Ad Council media surveys consistently show an overwhelming preference for the media to support locally relevant issues. Therefore, while the Ad Council Regional Media Directors outreach on a local level and have a sound understanding of the campaigns and the research that led to the creative strategies, having our sponsor affiliates, who have the insight into the local statistics on pet adoption rates and related local news items and events, conduct complementary media outreach is invaluable to the success of the campaign.

Fact Sheet: The Shelter Pet Project

Campaign Sponsors: The Humane Society of the United States, Maddie's Fund

Volunteer Advertising Agency: Draftfcb, Chicago

BACKGROUND:

According to The Humane Society of the United States and Maddie's Fund, of the eight million pets that enter animal shelters and rescue groups every year, approximately three million of these healthy and treatable pets are euthanized due to a lack of adoption. While there has been steady progress on the issue (in the 1970s approximately 24 million pets were euthanized), the continued euthanasia of our best friends and family members is a national tragedy.

Adopting a pet is a life-changing and enriching experience. When adopting a pet, people are obtaining companions that give them unconditional love, affection, and attention. Adopting a pet from a shelter not only saves an animal's life, but is also good for our own well-being as research shows that owning a pet has many positive psychological and physical health benefits. The animals rescued from shelters know you've saved their lives, and they typically treat their rescuers with lifelong loyalty and affection.

CAMPAIGN OBJECTIVES:

- To eliminate the stereotype that there's something wrong with shelter pets.
- To make shelters the first choice and desired way for acquiring a companion animal, ultimately increasing the rate of animals adopted from shelters.
- To encourage the target to visit www.theshelterpetproject.org, to find out more information about how to adopt a pet from a shelter. The Website also includes a "Pet Personals" section, where users fill out a questionnaire and are then matched with potential pets from a local shelter or rescue group.

TARGET AUDIENCE:

- Primary: The "Swing Voter." These are the approximately 17 million individuals who will be acquiring a pet within the next year, but remain undecided on where they will acquire their pet from.
- Secondary: Pro-adoption advocates.

DID YOU KNOW?

- Each year approximately 4 million pets are adopted.
- Of the 8 million pets that enter animal shelters each year, approximately 3 million healthy and treatable pets are euthanized.
- It is estimated that 17 million people will acquire a pet within the next year.
- To save all the healthy and treatable pets that are euthanized, we just need 3 million of these people to adopt.
- In its 60 year history this is the first non-human focused issue that the Ad Council has worked on.