



## ROTARY TELEVISION PUBLIC SERVICE ANNOUNCEMENT ORDER FORM

Many television stations donate free airtime for public service announcements. 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 "donut" version that can be modified locally. (Please see the document "Potential Uses" for further instructions on how to localize the 25-second version.)

In addition to membership, past PSAs have focused on Rotary's PolioPlus program and Rotary's commitment to peace through international education. 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 email to pr@rotary.org

### To secure 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 TV PSA 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.

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### TELEVISION STATION

STATION

ADDRESS

CITY STATE POSTAL CODE COUNTRY

CONTACT PERSON

PHONE (INCLUDING COUNTRY CODE)

Language: EN ES FR PT IT DE KO JA SV

Tape Format: Beta SP Beta PAL Other (describe)

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### YOUR CONTACT INFORMATION

NAME ROTARY CLUB

ADDRESS

CITY STATE POSTAL CODE COUNTRY

PHONE

E-MAIL

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### WHERE WOULD YOU LIKE THE TAPE TO BE SENT?

Television Station  Your Address

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