



## **Using the People of Action campaign: radio ads**

Raising public awareness translates into more support for your projects, stronger links with other community organizations, and increased interest among potential members. Radio advertising is an effective way to increase awareness and understanding of what Rotary accomplishes in your community. Here are some tips on how to customize the People of Action radio ads to promote your club:

- Contact your local station or use your media connections to try to secure free placements of the People of Action radio ads. Offer the pre-produced radio ads and also a copy of the scripts — some stations may be willing to record the ads themselves.
- The radio ad also has a split-audio feature, meaning the narration track is split from the other sounds, such as the background music. This allows a voice-over artist to rerecord the script in whatever language or dialect is appropriate.
- Work with the radio station to select the right person to read the script. You want the person to sound confident, inspiring, and welcoming.
- Localize the ad by including your club contact information. For example: Connect with the Evanston Lighthouse Rotary club at [evlrc.org](http://evlrc.org).