



## Using the People of Action campaign: television ads

Raising public awareness translates into more support for your projects, stronger links with other community organizations, and increased interest among potential members. Television 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 TV ads to promote your club:

- Many television stations provide public service programs, short announcements, and messages — sometimes aired at no charge for community organizations like Rotary. Contact local stations and ask for the public service director or the community affairs director. Show them the video and ask them if they will air it for free.
- Each video is available in two versions: 30- and 90-second spots that are ready to use, along with 25- and 85-second spots that leave five seconds at the end for you to add information about your local Rotary club or district. The 25- and 85-second spots can be localized with the help of the TV station or a video editing facility.
- If you use the 25- or 85-second versions, consider using the five extra seconds of blank space to add a message including the name of your club and your website. For example:

Evanston Lighthouse Rotary Club  
evlrc.org

- Ask the television station about including Rotary's digital ads in its online and social media platforms.