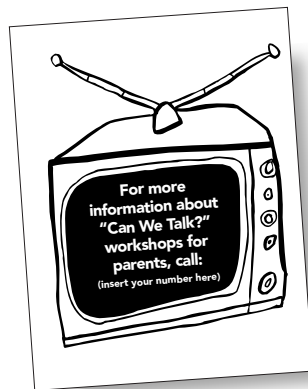


*Public service
announcement
title card (sample)*



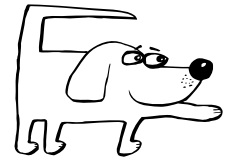
This toolkit includes lots of resources for what we call “small media.” Big media, such as TV and radio advertising, is usually out of financial reach for most educational community campaigns like “Can We Talk?” But working with local news and TV stations can prove fruitful. Sometimes a local station may provide free air time for a public service announcement. The five video programs on the “Can We Talk?” video can be used as public service announcements. And the one-minute cartoons can serve as commercials for the workshop series.

It is important to customize the cartoon by adding a title card at the end. The title card should give viewers a local

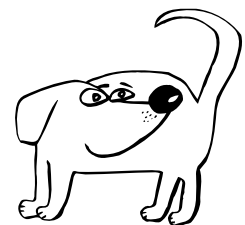
phone number to call to get more information about the “Can We Talk?” workshops. On the next page is a sample title card that you can use as a model for your own. Most local TV stations have staff who can create a customized title card for you at little or no cost.

Directions for use

Show the sample title card to the local TV station after you have shown them the “Can We Talk?” cartoons. If the station is open to showing the cartoons, ask for assistance in creating your title card, including a local contact number for the workshops. (See sample title card on p. 93.)



Portions of the cartoon soundtrack can also be used to make a radio advertisement.



Once your workshops are up and running, let a local reporter know about the classes. It makes great free promo when the class is on the news!



**For more
information about
"Can We Talk?"
workshops for
parents, call
(insert your number here)**