

some background on his outdoor preferences and his feelings about the television program.

Obviously such a procedure will be time-consuming and quite expensive. But it could provide some valuable first-hand information on our audiences, their tastes and preferences. With this type of information, we can suit subject matter to our audiences; we could get the right information to the right people at the right time.

At the present time, we have the potential to reach larger and more diverse groups than ever before. Increased concern over the environment has made people hungry for information, all types of information about Kentucky's water and wildlife resources. We are most willing to meet these informational needs. In fact we are quite eager to meet our new audiences and share with them the news, features and special information concerning their outdoor Kentucky.

What we are attempting to do in our audience-identification work is to serve the new publics we may have, and serve ourselves. Does that latter point sound sinister and selfish? Well, it really isn't meant to be that way. But we are in the business of news and information flow; and we want to improve and maintain our effectiveness. Increasingly we will have to rely on periodic survey research to identify and inventory the public we serve. In effect, to be a good news service, we will also have to function (at least on occasion) as a communications research group.

What we hope to accomplish in the foreseeable future in the division of public relations will depend on how well we practice communications, the art and the science.

We hope to establish a system of communications wherein all our audiences can be identified readily and readily served, a system which will keep us well-informed of our public, and our public well-informed about the Department of Fish and Wildlife and its role in Kentucky's environment.

THE SUCCESS OF TV SPOT ANNOUNCEMENTS

*By
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In my opinion, the best communications device for informing the public of particularly important messages is through the use of television PUBLIC SERVICE ANNOUNCEMENTS, also referred to as "spots" or simply "P.S.A.'s". The old cliché, "a picture is worth a thousand words," comes into play and with T.V. spots you have both — picture and words.

I realize that there is no substitute for newspaper news releases. P.S.A.'s cannot be produced and distributed in a day as news releases can. However, if the correct approach is taken, television can more than supplement the newspapers as a strong communications tool.

I believe T.V. spots should pertain to general subjects such as conservation, hunting and fishing information (naturally, geared to help sell licenses) or to controversial issues. A good example of the latter is the spot we produced when our \$4.25 game management permit fee was initiated. Nearly everyone saw our spot and therefore we helped the sportsmen of our state to realize that without this fee the drastic reduction of public hunting acreage would continue.

We even produced a spot pertaining to our magazine, "SOUTH CAROLINA WILDLIFE." Its airing was a touchy subject. There was doubt by some stations as to whether this was a legitimate public service. By explaining that the subscription rate was less than the actual printing cost and by sending the

television P.S.A. directors sample copies of our magazine we convinced them that the magazine was definitely a public service. As a result approximately 10,000 additional subscriptions were added to our list. So the correct approach is very important.

Sixty- or thirty-second spots are standard length. Often there's too much information for thirty seconds or too little information for sixty seconds. Therefore, the producer of the spot must decide what's best. You may want 60-second and 30-second spots on the same subject. This can be beneficial since P.S.A.'s usually take a back seat to commercial time. In other words, a station could have a "free" 30-second time slot and none for 60 seconds or vice versa.

Good quality is extremely important. There are hundreds of state and federal agencies distributing P.S.A.'s to the TV stations. If each of five state agencies send a spot to a particular station and three are poorly produced it is obvious that they would prefer airing the other two more often and probably would.

Other helpful hints - include a nice letter thanking the station for this important public service and explain the need to inform the public on the subject. Many agencies do not include a copy of the script. I've discovered that the busy P.S.A. directors appreciate seeing the script. It saves them time. So the spot, a letter, the script and anything else is helpful. I always send them a copy of our magazine.

Now to get into the meat of the situation - MONEY! Here Public Service Announcements are easily justified. South Carolina is an excellent example; from August 1971 to August of this year we distributed eight spots to nineteen stations and received more than a quarter million dollars in free air time. Thirteen of the stations are in South Carolina. Six are in Georgia and North Carolina. (See examples of complimentary bills.)

Even if we had had a commercial outfit produce our spots we would have had an investment of only about eight thousand dollars. That's still a pretty good return on the dollar. However, with an initial investment of about \$2,000 to four times that, depending on the equipment, you can produce your own spots. A thousand bucks for editing equipment and about that much for a good, inexpensive 16 mm camera and you're in business.

Many local disc jockeys will cut the narration for less than \$25.00. There are several ways to find appropriate music. A good amateur guitarist may work a few hours for \$25.00. For about the same amount you can probably have the narration, music and/or background sounds mixed by a local television or radio audio engineer. All you need now is a 16 mm magnetic sound track. This can usually be accomplished for \$10.00 to \$25.00. Have two copies made - one to work with and one to send to the lab.

You can really save by doing your own confirming (finished editing) of the original film. Be careful with the film and you won't scratch it. I wear cotton gloves and lay an old sheet over my editing table.

For approximately \$60.00 you can buy, including processing, 400 feet (12 Min.) of film. This is a 12 to 1 ratio for a one-minute spot and should be adequate. Total lab costs, including 16 to 20 prints, should be less than \$200.00.

There you have it and for less than \$400.00. I didn't mention the subject matter or script but that would naturally be up to you. Many I & E sections do not have anyone capable of producing spots. Someone on your existing staff could be trained or you could hire a film producer/cinematographer. With professional film personnel your department could also produce films for T.V. programs and filmed news releases. You would be great!