

Playing Offense: My Station's Quarterly Game Plan



1. Are We Documenting Our Contributions?

- Are we keeping records of all public service initiatives and tracking off-air activities, including staff volunteerism?
- Are we quantifying our contributions (news hours dedicated to covering emergencies, PSAs run, clothing donated, money collected)?

2. Are We Contacting Third-Party Beneficiaries of Our Station's Public Service Efforts?

- Are we requesting and receiving letters of appreciation from beneficiaries to pass onto policymakers?
- Are we encouraging charitable and community partners to send emails or letters directly to policymakers touting our successful collaboration?
- Are we urging listeners and viewers who praise our station's efforts to also share with legislators how our station has impacted them?

3. Are We Connecting With Our Legislators?

- Are we inviting members of Congress to participate in virtual town halls, meet with station representatives virtually or record non-election year PSAs that our station can air?
- Are we corresponding quarterly (at a minimum) with policymakers?
- Are we alerting policymakers before, during and immediately following a disaster or crisis to tout our station's lifeline role?
- Are we making legislators aware of important investigative reports and how our station is standing up for consumers?
- Are we attending virtual events where our legislators are present?
- Are we touting station awards and recognition to members of Congress?
- Are we following our members of Congress on social media and engaging with them appropriately (tagging them in posts)?
- Are we providing legislators with a regular platform to reach constituents on timely issues?
- Are we providing legislators with opportunities to partner with us on community outreach programs?

4. Are We Getting the Word Out?

- Are we using all communication tools at our disposal, including on air, social media, blog posts, press releases, newsletters, website, app, speeches and presentations to amplify our station's contributions to our community to policymakers?
- Do we summarize our community impact quarterly and share it with policymakers?
- Do we apply for awards to recognize extraordinary station efforts?
- Do we have a portfolio (Web page, social media posts, infographics, video) of our contributions to our community that we can share with policymakers and community leaders?