HSUS Offers Personalized TV Spots to Local Groups

HSUS is offering a new service to local animal welfare organizations to help them take advantage of the free time that TV stations are required to devote to messages from community groups. Working with an established film producer, HSUS has produced a 60-second public service announcement calling for responsibility by pet owners. The spot will be personalized for each purchasing organization by the addition of a visual listing of the group’s name, logo, address, and phone number at the end of the spot.

If response to this pilot spot is enthusiastic, HSUS plans to call for the filming of 5 more spots during the year. Other subjects being considered are trapping, rodeo, endangered species, dogs in overheated cars, and a direct appeal for contributions.

Here’s how it works. A group that wishes to purchase this first spot will be required to buy one spot for every commercial TV station in their viewing area, up to a maximum of 5. If there are more than 5 stations in the viewing area, the spots for those stations will be supplied at no additional cost. The first spot will cost $49. The second spot will be $35, and all remaining spots will cost $25 each. In addition, there will be a one-time art cost of $35 for adding the local group’s identification. No spot will be sold without this personalized identification.

Compute costs using the chart below:

<table>
<thead>
<tr>
<th>Number of TV Stations</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Cost, Including Art Charge</td>
<td>$85</td>
<td>$119</td>
<td>$144</td>
<td>$189</td>
<td>$194</td>
</tr>
</tbody>
</table>

Here is the “story board” for the first spot:

**AUDIO**

NARRATOR: You call it putting an animal to sleep. We call it euthanasia. And we don’t like it any more than you do. According to The Humane Society of the United States, more than 13 million unwanted animals are being put to death each year. And the problem’s getting worse! Killing animals is not the answer. More shelters are not the answer. The solution is up to you. You’ve got to be a more responsible pet owner. Won’t you please help us and the animals? Have your pet spayed or neutered. Keep it at home where it belongs. Help us stop this needless waste of life. We really don’t want to do this any more.

**VISUAL**

An animal she. A shelter worker draws fluid out of a bottle into a syringe. Expression of dread as he looks at scared dog being held on table. Man is unable to meet dog’s look. Camera pans back and forth between man and dog.

Freeze frame on dog.

Because of the high costs of film editing, there can be no changes in the spot itself. The only mention of HSUS in the spot is the statement printed above in the narrative.

Send your order, accompanied by a check made out to HSUS, to: Personalized Public Service Announcements, The Humane Society of the United States, 2100 L Street, N.W., Washington, D.C. 20037.