The Media: Making an Impact!

by Renée Blake

I am the program director of WKXL AM and FM in Concord, N.H. I have worked in the commercial end of the radio industry since 1974, in major markets such as Philadelphia, Orlando, and Los Angeles and also have been heard in Baltimore and Washington, D.C.

In 1983, just after I had changed jobs, I was going through a stack of mail when I discovered a handwritten letter requesting a public service announcement (PSA) to remind our listeners to spay and neuter their pets. It was one of 10 or 15, perhaps, that had arrived that day.

The letter was handwritten and did not include a telephone number. If I hadn't already believed its message was important, I would have laid it aside or thrown it away, figuring I'd save myself some time by working only on the PSAs that were complete and easy to understand. But I didn't.

Continued on next page
I took the time to locate the woman who sent me that letter, and because her letter made it clear that she didn’t know how to make an impression on the media, I volunteered any help I could in guiding her toward making the most of radio, television, and print.

By using the media, animal-welfare and -control organizations can help to educate the public about animal cruelty and community animal-control issues. This is very important because some people are unaware of or do not understand their community’s animal problems. The public often makes decisions about animals as a result of its exposure, or lack of exposure, to animals and animal-related issues. Therefore, the media can be very influential.

Local humane and animal-control organizations can take plenty of steps to publicize their concerns without having to hire a public relations director or a marketing and development team. All they really need to have are creativity and know-how!

There is free publicity available from a wide variety of sources: television, radio, newspaper, small weekly papers, throwaway supermarket bargain-style shoppers, the house organs of corporations, schools, churches, and universities.

One important way to begin is to designate a person (or a team) to work on marketing animal welfare: your publicity person(s). He, she, or they will research the market or area.

The following is a list of things to find out (in many cases, a telephone call to the stations will suffice, or you can ask your public librarian to refer you to publicity directories):

- the names (call letters) of all the television stations (all formats) that reach your community
- the correct name, gender, spelling, professional title, address, and telephone number of the program director, newser director, public affairs director, and public service director
- the names of any talk shows, news programs, public affairs programs, or call-in shows that originate at the station (locally produced)
- the names of producers of these programs

Review the list again, this time for radio.

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Page 3, Hawaiian Humane Society

Holiday Programs Help Animals and People!
by Debbie Reed

During the winter holiday season, many organizations sponsor programs to benefit the animals and to help educate people about responsible pet ownership. Here are some ideas used by several organizations in recent years.

The Animal Care Council (Box 456, Binghamton, NY 13902) has tucked a gift membership certificate into an attractive Christmas stocking that can be hung on the recipient’s Christmas tree. Each stocking contains a cat or dog treat, depending on the purchaser’s request. The stocking and certificate are mailed to the purchaser for him or her to give as a gift unless otherwise specified.

"Take a Homeless Pet to Dinner for Christmas" was the theme of one holiday event sponsored by Citizens for Animal Protection (CAP) (11935 Katy Freeway, Houston, TX 77079). Citizens were invited to bring a can of dog or cat food for CAP’s annual food drive and to join staff members at their holiday party for the animals. Refreshments were served. The organization’s annual fund-raising appeal included an attractive paper ornament upon which a pet owner could write his or her name or a pet’s name and return it with a donation to the organization. The ornaments were displayed on CAP’s Christmas tree. CAP also sold mugs, T-shirts, animal calendars, personalized Christmas stockings, and stocking stuffers for pets.

Central Animal Humane Services Inc. (CAHS) (P.O. Box 44026, Cleveland, OH 44144) has been sponsoring a "Christmas Basket" since 1981 to help needy families with pets.
According to Judy McElwee, this promotion has public appeal.

In 1985, Redmond said CAHS helped four individuals, including an elderly woman on Social Security, with unpaid medical bills and pet cats. CAHS also helped one of its members who had a low income and worked at various jobs. The member had three large dogs. One required a prescription diet. A third recipient was a man whose income was less than $100 a week. An animal lover, he had always cared for strays, especially cats. The fourth was another low-income, elderly woman with several altered cats.

The Christmas Basket was advertised in the organization's newsletter and a flyer that announced its "open house" and asked for a donation. The flyer was distributed throughout the community and helped to bring in more donations than were received in past years. This year, said Redmond, the organization hopes to distribute more flyers and reach more people in an effort to receive larger donations, which would enable it to help more people.

For several years, People for Pets (G.P.O. Box 1376, Hobart, Tasmania 7001 Australia) has arranged for an animals' Christmas tree at a major Hobart store during the two weeks before Christmas. Using radio and newspaper community service items and advertisements, the organization encourages the public to return stray and unwanted dogs and cats in the area by leaving a can of pet food under the tree. Some people leave pet baskets, leashes, toys, and more. At the end of the campaign, the food is distributed to local animal-welfare shelters!

According to Judy McElwee, this promotion has public appeal. The tree has been donated by the Apex Club, a local service and social organization, and is decorated by area school children. During one year, designated "The Year of the Disabled," children from local "special" schools made the decorations, said McElwee.

Another year, the organization arranged a photographic display, featuring the work of Southern Tasmania's animal-welfare organizations. One of the organizations that benefited from the Christmas tree, the Stray and Unwanted Dogs' Society (SUDS), set aside one Saturday morning to distribute free pet identification tags to the public. The tags were purchased by SUDS from a local engraving company, which agreed to engrave the pet's name and address or telephone number on the tag for only 50 cents during the campaign. "It was a big success," said McElwee. "We think other animal-welfare organizations might like to give it a try in their area."

St. Hubert's Giralda (P.O. Box K-9, Madison, NJ 07940) sells pet certificates, using a master certificate provided by the Pets Are Wonderful (PAW) Council. The certificate features a drawing of a cat and dog, tucked into a basket and holding a blank sign. The PAW Council has provided a list of salutations, such as "Merry Christmas," "Happy Hanukkah," and "Happy New Year," that can be cut out and pasted in the blank space to fit the occasion.

According to Marcy Redmond, president, the CAHS asks members and friends for pet food donations and also contributes food. CAHS asks its members to suggest low-income families or individuals who are caring for pets and are having financial problems but are caring financially for their pets. CAHS then selects one or more to receive a basket.

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According to Nora Parker, vice president of St. Hubert's Giralda, because it may be some time before the recipient chooses a pet, or chooses not to adopt a pet, the purchaser is advised that the gift certificate is nonrefundable. Should the recipient decide not to adopt a pet, the price of the certificate is considered to be a donation from the purchaser.

"We have found this very simple procedure to be the easiest way to make gift certificates available and, at the same time, avoid confusion in bookkeeping," said Parker.

The Pets Are Wonderful Council (500 N. Michigan Ave., Suite 200, Chicago, IL 60611) distributes the aforementioned free certificate to encourage people to choose a new pet dog or cat after the holidays end, when proper time and attention can be paid to the new family member.

Featured on the red, green, and white PAW certificate are the cat and dog in the basket, mentioned above. The certificate includes spaces for writing in the name of the gift-giver and the recipient and for indicating the place where the pet owner-to-be can redeem the certificate. For more information and a free certificate write to the PAW Council.

If your organization sponsors holiday events or campaigns, please share them with Shelter Sense. Send news, photographs, or artwork to Deborah Reed, Editor, Shelter Sense, The HSUS, 2100 L St. N.W., Washington, DC 20037.

A humane society has added a new membership dues category that amounts to members paying only one dime each day!

The Humane Society of the Desert (P.O. Box 44, Palm Springs, CA 92263) began a DIME-A-DAY Club in December 1985 as a way to increase funds. According to Marilyn Baker, secretary and member of the society's board, DIME-A-DAY Club members pay $36.50 per year (one dime a day) while a regular individual membership costs $25 or $10 for seniors and students. In return, DIME-A-DAY Club members are invited to the organization's Christmas party, which is usually reserved for the society's patrons (members who donate over $50 each year). Club members receive a newsletter, too.

Continued on next page
Get ready for the new year by purchasing one or more copies of these descriptive, decorative 1987 calendars! Some include the chance to enter pets' photographs in their 1988 calendar contests. Learn the facts about furs through *The Wildlife Calendar 1987*, which contains 12 line drawings by artist Andrea Robbins of animals that are often killed for their skins. Accompanying each drawing is information about the animals and the fur industry. The calendar would be useful for humane educators, animal lovers, and, perhaps, people who don't understand the consequences of wearing fur.

Each 8-1/2-inch by 9-inch calendar costs $7.50 plus $1 for postage and handling. Packs of assorted note cards and envelopes also are available for $5 plus $1.50 for postage and handling. Gift sets of a calendar with matching note cards and envelopes cost $12 plus $2 postage. To order, send check or money order to Nature Preservation Network, Box 801, Trumbull, CT 06611. Connecticut residents must add 7-1/2-percent sales tax.

The Jefferson SPCA in Louisiana offers its 1987 Winning Pets Calendar to other humane groups for fund-raising purposes and is sponsoring its annual contest for entries in the 1988 calendar -- also a fund-raiser for local organizations. Here's how the contest works:

Each organization that wants to participate in the contest should solicit photographs of pets, including a $10 fee per entry; the name, address, and telephone number of the pet owner; and the pet's name and breed. Only one photograph per pet is allowed for each entry, but a photograph with multiple subjects is considered a single entry. The SPCA will supply a copy of the contest entry application for reproducing in quantity. Space is provided on the application for a shelter's name and address. Once a shelter has received entries for its area, all photographs should be sent to the SPCA no later than Dec. 31, 1986, for final judging. A participating organization should keep $5 for each entry, but send the remaining $5 per entry to the SPCA.

The SPCA selects the contest winners and arranges for them to be professionally photographed at the SPCA's expense. In addition, the 6-inch by 6-inch, full-color 1987 calendars now are available and can be purchased as local fund-raisers at a discount price of $1.50 per calendar, plus shipping. Organizations are free to resell the 1987 calendars at a price of their choosing.

The calendar and contest are great publicity boosters for animal-welfare organizations, according to Nita Hemeter, the SPCA's education director. You do not have to purchase calendars to participate in the contest, or vice versa.

Organizations that want to participate in the contest should write to the Jefferson SPCA, 8601 Veterans Blvd., Metairie, LA 70003 to request a sample entry application, press release, and public service announcement. To order one or more 1987 calendars, send a check or money order for the correct amount to the SPCA.

For several years, the Buncombe County Friends of Animals Inc. in North Carolina has sponsored a county-wide pet photograph contest for its Pet Calendar. The calendar is offered at most are veterinary offices, pet shops, and other businesses for a $5 donation. Many have been given away through the organization's education and pet therapy programs, according to Denise Goodson, secretary. Goodson said the 1986 calendar brought the organization approximately $5,000.

The contest fee is $5 per entry which covers printing costs. Some of the money received from the campaign is used to operate the organization's 24-hour "Petline," a referral service used by people who have pets for adoption or want pets to adopt. The Petline also assists with lost and found pets. Some of the campaign money is used to purchase materials for the organization's educational and scout programs. The organization currently is working on a program to offer free pet food to the elderly and the deprived through a local food bank.

The Humane Society of the United States' (HSUS) Animal Control Academy provides the professional training needed by local animal-control departments to upgrade programs and boost morale.

The 28th session of The Animal Control Academy, held in Billings, Mont., last August, proved to be a much-needed learning experience, according to Dave Pauli, superintendent for the Billings Animal Shelter (P.O. Box 1178, Billings, MT 59103). Pauli read about the Academy in *Shelter Sense* and other animal-control publications and contacted Bill Smith, Academy director, last October. Pauli said, "Montana has been hungry for good training in animal control, and we felt very fortunate to have the..."
Academy here." Barbara Dahlgren, president of the Federated Humane Societies of Montana (834 Marshall St., Missoula, MT 59802), agreed and said, "In Montana, there is a general attitude that if you can't eat it, then don't kill it with it." Our laws are years behind, and the Academy provided our officers with professional training, which many never have had.

Pauli listed two key ingredients to the Academy's success: its educational content and its boost to morale. There were approximately 21 speakers, covering different aspects of animal control. Topics that Pauli felt were particularly helpful were chemical immobilization, animal behavior, law enforcement, violation confrontation, and courtroom situations. "We had been doing these things in a 'hit or miss' fashion. Now we have revised a number of our forms and are approaching situations in a much more professional manner. Our officers who attended the Academy have revealed a noticeable improvement in morale as well," he said.

Pauli said the Academy taught him how much he didn't know about areas he handles daily: dog and cat behavior and dog-breeding groups, for example. The Academy stressed the value of using quality photographs to document evidence of violations. As a result, the department is upgrading its photography equipment.

Seventeen people attended the Academy. Pauli said that some attendants had only three months of animal-control experience whereas others had over 16 years experience; however, he believed that the Dahlgren, who is on the Missoula City/County Animal Control Board (Missoula City/County Health Department, 301 W. Alder, Missoula, MT 59802), was unable to attend the session but is waiting to hear from various Missoula animal-control officers and others throughout Montana who attended. So far, she has heard only good reports.

Database Software Review: R:Base 5000
by Randall Lockwood, Ph.D.

In the August 1986 "Computer Talk" we reviewed the basic concepts related to database management software. In the future we plan to review specific programs that currently are in use in shelters or that we feel may be suitable for such applications. Our evaluation procedure is quite straightforward. When we receive software, we try to create a simple, working database that can keep track of incoming animals, adoptions, complaints, investigations, and other common shelter records. We then enter some sample data, generate typical reports, and note any problems we encounter along the way.

R:Base 5000
R:Base 5000 is one of the most popular general-purpose database management programs on the market. It is a true relational database that can store information from different sets of records can be compared. It is also programmable, allowing relatively inexperienced users to generate special menu-driven application programs.

R:Base runs on an IBM PC, XT, AT, or 100-percent compatible. It requires at least 320K of RAM and two drives. A hard disk is strongly recommended. There are a few limitations. The number of records that can be handled is limited only by the size of available storage. If you have the disk space, R:Base can access over two billion records! You are restricted to 400 fields within a single database (for example, 400 distinct pieces of information such as name or sex of each record). You also are limited to 100 characters in any particular record. Neither of these restrictions seems to present problems for shelter applications.

You can create a new database in either of two ways. A separate "Express" program lets you define all the fields to be included in your records. Alternatively, a "Gateway" program can read data that you already have entered using one of several popular packages including DBase II, PFS:File, IBM Filing Assistant, VisiCalc, Lotus, Symphony, Multiplan, or ASCII files. This means that you can move up from R:Base to inexpensive and easy-to-use "Express" programs like PFS:File with no need to reenter old records. We were able to convert our PFS files on several hundred humane societies to R:Base in just a few minutes.

You can create forms for entering data into R:Base by "painting" the blank form on the screen. Data then can be loaded into the program by simply filling in the blanks. Editing or updating information can be handled in the same way. In addition, the Academy experience was valuable to everyone. Pauli said: "The Academy have revealed a noticeable improvement in morale as well," he said.

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Although a novice might encounter difficulties in setting up an R:Base database from scratch, the Express program allows non-programmers to produce very sophisticated applications that can be used by anyone who can make a selection from a menu and fill in a form. With a little help from computer hobbyists, students or, if necessary, a professional programmer, you should be able to use R:Base to produce a customized system that matches the performance of programs costing much more. By all means, take a look at this program when planning your shelter’s system.

R:Base 5000 is produced by Microrim Inc., 3925 159th Ave. N.E., Redmond, WA 98052. It is available from many software dealers, usually for under $350. It is not copy-protected (you can make copies) . A new version (R:Base System V) has just been released for single and multiuser/network applications. The list price for this version is $700. A full-functioned Trial Pack is available for $19.95. To order, call (800) 547-4000, Dept. 956.

Randall Lockwood is director of Higher Education Programs for The Humane Society of the United States.

**Executive director** for a humane society located in a desirable area. Experience required. Outstanding benefits: salary, open. Send resume with salary requirements to Search Committee, Monterey County SPCA, P.O. Box 3058, Monterey, CA 93942.

**Executive director** - Must have a minimum of five years experience as a humane-society or animal-control director. Fund-raising experience a plus. Salary, $30,000 to $40,000 range, commensurate with experience. Send resume to David North, Humane Society of Broward County, 2070 Griffin Road, Ft. Lauderdale, FL 33312.

**Shelter manager** - Excellent opportunity. Animal health technician status necessary. Must be experienced in animal welfare, personnel management, public relations, and kennel operation. Outstanding benefits: salary, open. Send resume with salary requirements to Search Committee, Monterey County SPCA, P.O. Box 3058, Monterey, CA 93942.

**Animal regulations supervisor** to be responsible for planning, organizing, and supervising animal-control program for county and city. Supervise staff of nine, public relations, budget process, and euthanasia. Requires strong, proven administrative and public-relations skills. Submit resume, salary requirements and history, and references to Mesa County Personnel Department, P.O. Box 20,000-5021, Grand Junction, CO 81502 by Dec. 1, 1986. EOE.

**Animal-control/state humane officer** needed by progressive SPCA to join dedicated staff. Animal-welfare and -control and field experience required. Livestock experience helpful. Salary, $16,869-$20,925. Send resume to Lynda Potzus, Santa Cruz SPCA, 2200 7th Ave., Santa Cruz, CA 95062.

**Veterinary technician** wanted for health care of animals and for general cleaning. Must commit to small, progressive, modern shelter. Send resume and salary requirements to Bill McKinney, Shelter Manager, Animal Protection Society of Orange County, 1081 Airport Road, Chapel Hill, NC 27514.

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Print media operate differently than broadcast media. Use the following steps as a way to familiarize yourself with this difference in your communications. Again, telephone number, or consult the publications themselves or appropriate directories. Find out:

- the names of all the newspapers (daily, weekly, shoppers) that carry your story. Perhaps, adding a picture or one slim pamphlet, wait one week, then follow up each letter you mailed with a telephone call. Ask for an appointment to talk with the person.

There will be many times when the person you are contacting will not have time to sit down for a talk and will prefer that you get right to the point. Oblige him or her by being prepared with a story for the newscast or a speaker for a public affairs program. Be prepared for your contact to want to arrange an interview time, or a story, at a moment’s notice. Call with this possibility in mind.

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**The Media...**

Continued from page 2

**November ’86/SHELTER SENSE/11**
For example, perhaps there is a garage sale scheduled to benefit the new low-cost spay/neuter clinic. This is your first opportunity to work with the public service director. Compose a brief paragraph that tells what is happening, where and when it is happening, and who will benefit from this event, and include the name and telephone number of a contact person for verification. You may also wish to use a name and telephone number in the announcement for broadcast or publication. If you are holding a workshop or seminar, and there is an entrance fee, be sure to clarify on the announcement that you are a non-profit organization. A good way to do this, particularly if yours is not a well-known organization within your community, is to include your tax identification number with a statement that you are non-profit.

Keep in mind that hundreds of PSAs are sent to the public service director, or whoever handles this task, every week. Many of these will be thrown away. It is to your advantage to correctly acknowledge and spell the name of the person who will receive your announcement, to type your message, to be concise, to use a headline, and to include a reminder that yours is a non-profit organization and that you can be reached for verification or questions. Then, review your copy to be sure it tells the whole story, that you didn't forget the day, date, time, location and directions (if needed), cost, and beneficiary.

Some organizations will send their announcements on 3-by-5 file cards to be certain radio stations will put them into immediate rotation in the air studio.

Another helpful hint: Time the message by reading it aloud (referring to a stopwatch or second hand), and mark the length at the top of the typed page of copy with a colon (:) and the number of seconds (for example, :30). No parentheses are needed on your copy, just :30 (or whatever the length) and the words "PUBLIC SERVICE ANNOUNCEMENT" which will make it clear to the recipient what needs to be done with it.

The preferred length of a PSA for radio is 30 seconds. Notices of :10, :15, :20, and :60 are also acceptable. This applies to announcements for television as well.

In some cases, broadcast personnel will want to call you for verification, to ask questions, or to tape the PSA with your voice, but generally it is not necessary to prerecord your own announcement and arrive with it on tape. Many stations won't use prerecorded PSAs or take the time to transcribe the message from your tape, leaving you with no announcement at all.

Newspapers have a different way of handling what radio, TV, and cable stations refer to as "public service announcements." These publications often include a "calendar of events" of interest to the community. You can send your notice to the calendar editor.

It is advisable to have PSAs for television reach their destination three weeks in advance of the date of the event. For radio, the length of lead time is generally two weeks.

Continued on next page

Once you've introduced yourself by telephone, your first opportunity to work with the news director may arrive. Perhaps you want to tell the news director about a demonstration in front of a local university to protest the practice of pound seizure.

Gather all the information into a clearly written, brief story. If there is background to be explained, clarify it as briefly as possible, then explain the current situation. Newspaper editors can seem very impatient because they work on a deadline, and you can help them by being brief and clear.

Call your contact with the story, then offer to drop off additional written material to help put it into context. If you have a taped interview or taped material, that could be valuable to your contact. Be certain to make it available. Videotape can be useful for television.

Tape for radio is generally most useful on audio cassette, or taped at 7-1/2 ips. Tape for television is most useful on video at 3/4 inch. If what you have is at some other speed, mention that fact before dropping it off. Some facilities can make the transfer for you. Others don't have the equipment and may need you to find someone else to transfer it to speeds that are compatible with their needs. In this case, you may want to offer the information to a station with the understanding that they can keep the tape in their library or print it for others. If they have your original copy and one at 7-1/2 ips or 3/4 inch to take with you. This frees you to visit other stations with the same material. Always take your original (master) tape with you. Don't give the master away. Each time a copy is made, a little quality is lost, so the master will always be your clearest copy.

Before you call anyone with your story, try to determine your angle. For example, is this a story of bureaucracy and red tape, big business being callous, infiltration and intrigue, wasted tax money, big business vs. the legislature, one legislator's championing of a cause, poor health caused by poor food, or of animals betrayed by a system that does not value their lives? While a radio station has a news director (covering general topics), a television station may have a news desk, a business editor, and a medical reporter. A newspaper or magazine probably will be broken down into smaller categories. Determine where this story belongs, and contact the appropriate person(s).

At the beginning of my radio job in 1983, my new boss didn't mind my including stories about animals in the news. But it wasn't long before his attitude changed and he complained about every story I did finally insisting that I run each story by him before it aired. Suddenly, I had to find a way to make the stories pass his inspection. That was when I learned how many ways there are to present the same story.

Build a framework around your story. Tell the story the way you think it will have the greatest impact on your audience.

For example, if "community health" is your angle, "The recent rabies epidemic has fostered stricter enforcement of local animal-control laws. Animals are not permitted to run Continued on next page..."
loose, and animals found running loose without tags will be picked up by animal-control officers. Several rabies clinics are being sponsored by local veterinarians to keep the cost of vaccinating pets to a minimum. They are held on Saturdays at the downtown YMCA at 4:00 p.m. and on Sundays at the Westside Tabernacle Church, beginning at 2:00 p.m.

While publications such as Shelter Sense and others regularly respond to humane issues, other publications and broadcasters will look for a different angle, one that doesn't portray them as softhearted, with a "non-news story."

Try your local telephone directory, 1-800-555-1212, and your local television and radio broadcast outlets to locate access numbers to the Associated Press (AP), United Press International (UPI), and Reuters Wire Services. Do the same for the networks (ABC, NBC, CBS, CNN). If these efforts aren't successful, and your news contact can't give you the numbers, ask your contact with whom he or she is affiliated and whether or not he or she would write a story for the wire and/or network. Try to get them to publish or broadcast it. This is something you can do with a story that has a strong angle and a contact who is sympathetic to your cause. This is always worth a try.

An example of a weak news angle (despite the fact that an animal-welfare advocate believes the news is an outrage and is, therefore, newsworthy) could be something like this:

"A German shepherd living on Maple Street is starving."

That story can be made newsworthy in a number of different ways. One is by bringing people into it:

"The stray German shepherd reportedly has approached people at the bus stop and appears to be starving."

Or,

"A. D. Wellington, member of a prominent family in our town, has been charged with animal cruelty as a result of the severe neglect of his German shepherd, often seen wandering on Maple Street."

Here are some of the elements that make a story newsworthy to the general press:

- money
- politics
- human interest
- celebrity connection
- connection to an historical event
- health
- controversy
- intrigue
- crime
- humor
- paradox

Stories that extend over a long period need new angles and new information in order for them to remain newsworthy. If the news person heard the story, about which you're now upset, two months ago, he or she is much less likely to give it further attention unless you have something new to relate. Take, for example, one municipal animal-control department's battle to end pound seizure locally. The battle lasted a long time. There could have been at least three separate stages of news coverage:

1) the story and how it was brought into the open
2) the day representatives from businesses and organizations all over the city flooded City Hall with personal requests to support recently introduced legislation to end pound seizure
3) the decision by the local governing body to allow another six months of pound seizure which brought 90 citizens to a demonstration in front of the local university; the vigil and its successful conclusion

To retell the story over and over while it is in the process of being resolved, as is often done with federal concerns, is to assure yourself total obscurity. Without a new angle, there is no new story. The news person won't cover you, and the public won't know.

If you have specific questions, write to Renee Blake, P.O. Box 6574, Penacook, NH 03303. Send a stamped, self-addressed envelope for reply.

February PETS Seminar in California


This program is designed for executive directors and managers of private non-profit and municipal animal-care facilities. Among the topics presented will be effective time management techniques, methods to increase staff motivation, and innovative fund-raising ideas.

To receive a descriptive brochure and a registration form, write to The HSUS, 2100 L St. N.W., Washington, DC 20037. But hurry! The registration deadline is Jan. 10, 1987!
This season is one of happiness and generosity...the perfect time for your organization to suggest as gifts some items it needs for the shelter or office. Since people enjoy giving books, for example, draw up a handy list of books on animal care and behavior that you can suggest to those who inquire. Two books that come to mind are the Cat Behaviour Booklets and Dog Behaviour Booklets, by Ian Dunbar and Gwen Bohnenkamp (Center for Applied Animal Behaviour, 2000 Center St., #1406, Berkeley, CA 94704). Another is The Complete Book of the Dog, by David W. MacDonald.

Other community resources could be available to you at this time, providing you with much-needed services while providing donors with recognition for their generosity. Place a notice of your organization's needs in your newsletter, and notify key people in your community.

While you're at it, use the time before December 31 to contact prospective donors personally to request needed funds and to benefit from this year's tax laws. Next year's tax laws may not allow for the same benefits. According to Paul G. Irwin, HSUS executive vice president and treasurer, "The new tax law includes many changes...some good, some bad. There is a 'window of opportunity' for humane societies and animal-protection agencies between now and December 31. Charitable contributions carry a greater tax advantage now than they will in 1987.

"People who normally use the short form can receive a deduction for contributions this year," said Irwin," but probably won't next year. People who make substantial gifts in the form of appreciated assets [for example, stocks, real estate] can receive a tax deduction for the fair market value of those gifts now. Next year, gifts of appreciated property will be subjected to calculations relating to the 'alternate minimum tax'." Irwin reminds readers and others in the field that major donors are well-advised to consult with their own accountants and/or attorneys before making these types of contributions.

The good you can do for animals is dependent, in part, upon your continuous use of your community's resources! ●