

Rotary Public Service Announcement Campaign Launches in the U.S.

Look for TV and radio ads that show Rotary members as People of Action, and spread the word!



Raising public awareness

While many people have heard of Rotary, the majority of Americans don't understand who we are or what we do. The People of Action ads featured in the Public Service Announcement (PSA) campaign can help bridge the gap between awareness and understanding by showing the public real examples of Rotary clubs making a difference in communities here and around the world.

Leveraging an important tool

Unlike traditional advertising, Public Service Announcements are designed to educate and raise awareness of issues that are important to the public. They use donated ad space that is reserved for non-profits, allowing organizations to gain valuable media exposure free of charge. This year, Rotary is leveraging this important vehicle to build awareness and understanding of our brand, and the impact we make.

Our PSA agency has distributed Rotary People of Action ads to over 1,700 local and network TV stations, and 9,470 radio stations nationwide.

How you can participate

Extend the PSA campaign by featuring People of Action ads on your club website and social media channels. Download People of Action ads and videos from the Brand Center, or create your own.

Contact PSA directors at your local TV and radio station, and ask them to take action by including our Rotary PSA in their programming. They can access the campaign materials at the [PSA Download Center](#).

Rotary Public Service Announcement Campaign

Frequently Asked Questions

These are uncertain times, why did Rotary choose to launch a PSA campaign now?

We did not expect the launch of our new PSA campaign to coincide with a global health crisis. However, now more than ever it is important to build awareness of Rotary and inform the public of the positive impact we make – today and every day—in communities around the world.

What dates will the campaign run?

This is a year-long campaign that will run for 12 months, from **March 2020 until March 2021**.

When and where can I expect to see Rotary TV, radio and magazine ads?

Media outlets run PSAs free of charge in their unsold advertising spaces, so we won't know in advance where or when the ads will appear. However, we expect a high level of pick up by stations, and will be able to track airings and share that information with districts.

How can I get involved with the campaign?

You can get involved by reaching out to PSA directors at your local media outlets to let them know about Rotary's new PSA campaign. Ask them to take action by including our Rotary PSAs in their programming.

Where can I direct PSA Directors and Program Managers?

Media outlets can access all Rotary PSA campaign materials from the [PSA Download Center](#).

Will these PSAs run on Rotary's social media channels?

Rotary will continue to share these People of Action ads with the general public on our social media channels.

Where can I view the PSA materials?

You can view the PSA materials formatted for broadcast and print publications on the Brand Center at [MYROTARY > BRAND CENTER > MATERIALS > TOOLKITS > U.S. PSA 2020 Campaign Ads](#).

You can find materials formatted for club use at [MYROTARY > BRAND CENTER > ADS](#) for social media (Facebook, Twitter, Instagram, etc.) and digital (club websites) applications.

For the People of Action videos, visit [MYROTARY > BRAND CENTER > IMAGES & VIDEOS](#).

Where do I direct my questions about the PSA campaign?

Please send any questions about the PSA campaign to PR@Rotary.org