



AAUW Radio Public Service Advertising

Overcoming Potential Objections from Public Service Directors

Potential Objection #1: **“I just don’t have enough time for all the PSAs I receive.”**

RESPONSE:

Recognize the pressure the station is under concerning PSA time with so many valid issues from which to choose. We just want to remind them that economic and educational equity for women and girls continue to be important issues.

Potential Objection #2: **“I’m not sure the issue is locally relevant.”**

RESPONSE:

Be prepared with a few brief facts about issues like pay equity ([see state pay gap map and other gender pay gap facts on AAUW’s website](#)). Emphasize that, especially in this economic climate, pay equity is not just a women’s issue, it’s a family issue. Or share the need to support women and girls in Science, Technology, Engineering, and Mathematics through findings from [AAUW’s Why So Few? research report](#). Also, if you have local information or facts about economic or educational issues for women and/girls in your community, that can be especially compelling. This is also a great opportunity to reinforce the leadership role in your community played by your branch on issues like pay equity, the need to empower women and girls, especially those facing challenges, and the need to encourage and support women and girls in Science, Technology, Engineering, and Mathematics. If appropriate, mention specific programs or events.

Potential Objection #3: **“The issue does not match my station’s current public service focus.”**

RESPONSE:

Ask what the station’s current public service focus is. Determine if AAUW’s message can fit into an extended definition of their focus or theme. If the objection still stands, ask when the theme may change. Also, let them know, that the AAUW PSAs can easily be used at different periods during the year.

Potential Objection #4: **“We need relevant, quality PSAs.”**

RESPONSE:

Point out that AAUW’s broadcast quality PSAs will break through clutter because they present compelling personal stories that demonstrate for their listeners that economic and educational barriers for women and girls continue to be relevant and important. Listeners can join AAUW in breaking through those barriers and access resources and information AAUW has available.

If you need help with any of the above please contact, media@aauw.org.