Zonta USA - in Partnership with UNICEF USA

Stop Child Marriages – Contact Script
Billboard and Public Service Announcement Campaign.

Who to ask:
1. Billboard Companies
   a. Lamar Outdoor has been a partner with many Zonta projects (see contacts)
   b. Any billboard company
2. Shopping Malls, Conference Centers, Airports.
   a. Anyplace with digital signs that may run a PSA

1. Dial the general or Administration number and ask for the person to speak to about running FREE Public Service Announcements (PSA) on Signs and Billboards. (Emphasis on Free locations which is usually available space for the time not bought by someone else)

What to ask: (sample script)

A. Zonta Person (Zonta): Hi, {name here}, I’m {your name], with the Zonta Club of {club name here]. We are a non-partisan organization that works on women’s safety and empowerment in {your region or state}. We are working with Unicef USA to Stop Child Marriages in the USA. We are requesting billboard and or digital signage space for our new Stop Child Marriages PSA campaign. We have print ready artwork and digital artwork, and would like to work with {BB or Digital Sign company name} to find some great spots to make a difference in Ending Child Marriage by educating folks in our area on this important issue.

B. Billboard Company (BB) Question: Where do you want to put these PSA’s?
   a. Zonta Answer: We would like to put billboards on key roadways in {ourtown}, near {X highway}, near {State Capitol} Can you please send me a list of locations that might be available and the amount of traffic and viewership in that location. We’d like to work with you to pick good locations that will maximize our investment in printing. My email is {your email}

C. BBQuestion: What sizes/types of billboards do you want / are you ready to work with?
   a. Zonta Answer: Our artwork is sized for Bulletins, Posters and Wallscapes, as well as Digital. (Don’t choose transit).
   b. Details: Confirm - A, B, C, D sized and standard horizontal and vertical digital formats. Insert sizes available from Megan/Unicef
D. **Zonta Question:** Given the printing costs for billboards, we want to choose placements for the PSA that will maximize visibility for the cost. How long do you leave a PSA billboard up (Ask for differences between Print, Digital, Roadway or Airport placements)? Is there a minimum duration that you can guarantee us? (You are looking for a duration of 4–6 weeks or more, unless it is the perfect placement in a high traffic area, or is a smaller size or digital placement)

E. **Zonta Question:** Who do you recommend for printing the billboards in our area? Do you know if they have a non-profit discount? What are the general printing costs in our area? I don’t need specifics, just budget ranges so we know how many we might be able to afford.

   a. **Zonta Question:** Any above Follow-up

F. **BB Proposal:** We only have available billboards in X location or for Y days. (not-desirable or too short time)

   b. **Zonta Response:** That doesn’t sound like a good location for us to get the word out. (If digital location, say ok, if print, decline) I don’t think we would want to spend on the printing for that location/duration. If that’s all you have right now, I’d like to give you a call back to see if availability changes. When is a good time for me to check back in?

G. **BB Question:** When do you want the space?

   c. **Zonta Answer:** Our artwork is available now, and we will be running the PSA campaign this whole year. We’re looking for the best combination of placement and duration. What do you suggest?

H. **BB Proposal:** We don’t have any PSA space available.

   a. **Zonta Answer:** Oh, that’s too bad. We’ve got a long time horizon, and would be happy to find a placement anytime this year, I’d like to give you a call back to see if availability changes. When is a good time for me to check back in?

I. **BB Question:** I’ve got this placement right now.

   a. **Zonta Answer:** That’s awesome. Our artwork is available now, and we will be running the PSA campaign this whole year. We haven’t printed anything yet. What is the leadtime to print in our area? Can you please send me a list of any locations that might be available and the amount of traffic and viewership in that location. We’d like to work with you to pick good locations that will maximize our investment in printing. My email is {your email}

J. **BB Question:** Do we have Child Marriage in our state?

   a. **Zonta Answer:** Yes, the only two states that have outlawed child marriage are New Jersey and Delaware.

K. **BB Question:** Is this a political campaign?

   a. **Zonta Answer:** No, this is a public service announcement educating people across the US about the incidence and risks of child marriage to both girls and boys.
L. **BBQuestion:** Are you a non-profit?
   a. **Zonta Answer:** Our club is a 501c4 organizations and (if you do) we have a non profit foundation. Do you need tax status information to run a PSA?

M. **BBQuestion:** Can you send me more about your organization and the PSA?
   a. **Zonta Answer:** Sure, I can send you an information sheet about our organization, a jpg image of our PSA artwork and our PSA campaign web page. What email would you like me to send that to?
   
   (send the Zonta information, Stopchildmarriagesimage.jpg and give the www.stopchildmarriages.org)

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**PSA website:**  [www.StopChildMarriages.org](http://www.StopChildMarriages.org)

**Toolkit website:**  [www.zontausa.org/StopChildMarriageToolkit](http://www.zontausa.org/StopChildMarriageToolkit)