So, you have a great non-profit providing excellent programs and services to the community. Will everyone come knocking at your door? Will your phone be ringing off the hook? This will happen only if people know about your product or service. And, for people to know about your programs and services - you must promote them. Usually, non-profits have limited budgets and this seminar will show you how to use public service announcements (PSAs) to effectively and at no cost, market your programs and events.

**Topics:**

- What Is a PSA?
- Steps to Launch a PSA Campaign
- How to Produce a PSA
- How to Submit Your PSAs to Local TV & Radio Stations
- Sample Thank You Letter

Learn how to get the word out. Register today!

**Presented by:**

Visit www.mynacc.org to register today!

**Date:**
Friday, Dec 6, 2013
1pm to 3pm
Fee: $25

**Location:**
26 Court Street,
Suite 701, downtown Brooklyn
Space is limited. Must register to attend.