A veteran broadcaster who helped create a number of the Unsell commercials provided this advice for groups approaching local radio and television stations:

First one should try to talk to the station manager. The title may vary some, but it is usually either the vice-president and general manager (sometimes called the president of the station if he or she is a high official), or sometimes just general manager. Whatever the title, this is the person to talk to about the station's use of the Unsell material.

After playing the radio tapes or showing the TV spots, you should make it known that Unsell is the person to talk to about the issue. You might also be sure to mention some of the people on the agency committee (see list p. 2). You can say that all of these men and dozens of men and women like them are involved in this work, but don't go beyond that and start hinting that the station will get any favors, in return for using Unsell ads. They won't. But they are responsible names and it's good to tell the station manager about some of the people who created the advertisements.

If, at some point you are referred to the public affairs director or community relations director or program director, you will have to go through the same routine, arguing the case on the merits, and saying that you might also be sure to use this in selecting and ordering commercials. We will still supply TV/Radio catalog, and instructions to use this in selecting and ordering commercials.

who have provided the creative work at substantial cost to themselves. You might give a little history of Unsell. (See "History of Unsell," p. 3.)

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meeting publishers

There are several ways you can go about placing Unsell print ads, but we suggest that you start by soliciting free space. This means that you approach the station agrees to run free spots you intend to buy space in the paper to advertise that fact on the radio/TV page.

What to Do If You Can't Get Free Space

When dealing with a newspaper publisher you can also let him/her know that when a TV or radio station agrees to run free spots you intend to buy space in the newspaper. It is important that we be able to notify you if he/she does. (That way you can notify people to write letters or telephone the publication to express their appreciation.)

Be sure to send us copies of any ads that are published. It is important that we be able to demonstrate the impact of the campaign, and also to show the creators of those ads that their material is being used.

What to Do If You Can't Get Free Space

We have already offered one idea: getting business people to donate space. If that proves unsuccessful, you may want to raise money to buy space. Here are some suggestions:

(Cont. p. 7, col. 1)
Our Government's Peace Plan is a Bomb.

End the Endless War.

While our kids draw little brown cows in the meadow, kids in Indochina are drawing these.

WITH FRIENDS LIKE US THEY DON'T NEED THE ENEMY

Remember For November

If you have a son 10 years old, you'd better start worrying.

Help Unsell the War

Some Additional Ideas

(1) There may be some unions or civic organizations in your area that will reprint Unsell ads in their newsletters on request.

(2) Churches and synagogues are often willing to use some of the smaller ads in their publications too. Some have even reprinted ads on the covers of their worship service bulletins.

[Cont. from p. 6] 

(1) When you've selected the ads you would like to run, order a proof sheet from us.

(2) List 100 to 300 people you can ask to contribute to the cost of printing the ad. If your group already has a contributor's list you may not need additional names, but you don't have to limit the list to those people you know to be "interested." In small issues, thousands of people have responded (and contributed) to the Unsell campaign who have never done anything to help end the war before.

(3) Print enough copies of the ad to circulate to all the persons on the list. 

(4) Ask one or two well-known community leaders to sign a covering letter to be sent with the ad reprint, a return card, and a self-addressed envelope. (Note: Since time seldom allows for the typing of individual addresses, the next best thing is to fill in the individuals' names on a photo-offset or mimeographed letter.)

(5) If after a few days you have not received as many contributions as you need, begin a telephone follow-up, telling the recipient that you are only short a small amount, and are calling with the hope that a few more contributions will make it possible to run the ad in the next few days. (Note: Most of the Unsell ads in our current catalog do not have coupons in them. These can be easily tailored for the addition of a coupon listing your address at the bottom of the ads. In this way you can solicit additional funds and make contact with citizens in your community.)

(6) If possible, call an ad agency that is sympathetic to our effort and ask if they will help place the ads and refund their 15 percent commission to you. They will handle the details and mechanics of placement. And if you want to create your own coupon to run beneath the ad, they can do that too.

If you have no such agency at your disposal, call the display advertising section of the newspaper or publication, and work through them. In this event, you will pay the full rate for political advertising. With luck you should be able to plan placement of your ad, paid in advance, within a week or two from the beginning of this procedure.

BE SURE TO SEND US COPIES OF ANY ADS YOU RUN, PLEASE.

Some are losing their jobs. Others are losing their lives.

The War in Southeast Asia is hurting the Hard Hats.

P-13. black and white 14 7/8 x 20

P-14. black and white 14 7/8 x 20

P-15. black and white 14 7/8 x 20

P-16. black and white 14 7/8 x 20

P-17. black and white 14 7/8 x 20

P-18. black and white 14 7/8 x 20

P-19. black and white 14 7/8 x 20

P-20. black and white 14 7/8 x 20
This guide is designed to assist you and your group to organize a committee to Help Unsell The War in your community. It contains ideas and suggestions that have proven successful for other local groups and we hope that you find it useful.

(1) In approaching the media, see the appropriate articles in this supplement.

Publicizing Your Activity

If you have decided to launch a local Unsell campaign on several levels (TV, radio, print, etc.) you may want to hold a press conference or issue a press release announcing your plans. If you are going to begin only by approaching radio and TV stations, you may wish to limit your publicity to informing the radio/TV栏目ists of your local papers, or by writing letters to the editor. In either case, you should discuss this with the group.

The national Unsell Offices will be happy to provide you with some guidance if no one in your group has had experience in working with the press.

After Your Visits

If you succeed in getting a station to air the commercials, it is very important to see that you do everything possible to generate viewer or listener response. The stations base their future programming very carefully on audience reaction to their format, and it is crucial that they receive favorable feedback to their coverage of the Unsell point of view. You can generate this response through mailings to your membership, putting announcements in church bulletins, initiating a chain telephone calling procedure, or whatever means is most applicable in your community.

All stations that have accepted the spots should be called or written to by as many people as possible, and told how much their public service is appreciated. Tell them that you hope they will continue to run the spots—more often—and in prime time.

If you approached several stations, but only got one or two to accept the material, you may want to have people call those stations who refused and ask why they aren’t running the spots when station “X” is.

You should consider running a small announcement on the radio/TV page about the stations that are carrying the ads. It doesn’t cost much, and it’s one additional way of bringing attention to the ads. If the stations using the spots will tell you when they are scheduling them you can put that information into this newspaper ad too.

If you did not succeed then you will have to consider whether you are in a position to raise money to buy time. Recent court decisions have upheld citizens’ rights to buy time for such commercials, but we have discouraged this since it is our belief that these ads should be run as a free public service. But if you feel that there is no way in which you can get your local stations to cooperate, then you should consider the other options briefly discussed in “Questions and Answers—The Fairness Doctrine.”

In either event, we need to have a report of your visits. Please let us know which stations you have approached, and what response you have received, so we can compile a comprehensive list of favorable media.

Forming a Local Committee

(1) Draw up a list of 10 or 12 leaders in your community who have been active in the Help Unsell national movement. Remember that you’re particularly interested in the participation of new people, so don’t just limit the list to those who have been involved in previous peace activities.

Any individual or group can arrange to see the local media about the Unsell advertisements, but our experience has shown that this campaign provides a way of involving people who have not yet been publicly identified as favoring immediate withdrawals.

The participation and endorsement of prominent citizens in your community can be very important when you approach your local media, so don’t hesitate to start your list with the mayor or other leaders in your area.

(2) Call these people, or send them a note inviting them to meet to discuss the Unsell campaign.

First Meeting

(1) Briefly discuss the history of Unsell, what it has done and how it works. (See page one of this supplement.) You might point out that the ads already have been run free on hundreds of radio and television stations. You might also wish to mention that more than 400 individuals from at least 50 major advertising agencies have donated their time, talent, and energy to the creation of the Unsell material.

The whole advertising industry has come to view its own social usefulness in a new light because of the Unsell campaign. We feel that this represents great future potential to mobilize these powerful creative resources to deal with other pressing problems when the war finally comes to an end.

Unsell also has become a real focus of energy for a whole new movement to free the media for socially useful, controversial public service and public access programming. But the creation of the public service market, even at the beginning, there has been a market created for its material, and that’s where Clergy and Laymen Concerned came in.

Together we can involve people on the local level in the placement of Unsell advertisements and commercials, and open the way for future campaigns.

(2) At this stage in your meeting you might want to say a few words about Clergy and Laymen Concerned (CACL). Here are some facts you might want to note:

CACL was organized in December, 1965 as an emergency response to the war in Viet Nam. Since then it has grown to be a recognized ecumenical group supported by over 41,000 persons. CACL strives to continue and give full visibility of its opposition to the war in a number of ways apart from its Help Unsell The War project:

CACL helps to support 28 local Unsell groups around the country.

CACL publishes American Report, a newspaper that covers the war in Southeast Asia, the movement at home, and CACL’s policy, and the political implications of our individual moral and religious commitments.

In addition to American Report, CACL publishes a newsletter and distributes a variety of books and literature, with approximately 125 books on the literature list. It also publishes and distributes posters and billboards that graphically demonstrate against the war.

In addition, CACL sponsors a nationwide daily radio program, also called American Report. It is a four-minute digest of personal commentary presented by experts, providing a comprehensive daily analysis of developments affecting our society.

(3) You should now be ready to find out who is willing to be part of a local committee to Help Unsell The War. In fact, you may want to divide into two groups: one to place the print and television spots, and the other to visit radio and TV stations. Just remember that the delegation selected to visit stations should be able to exert as much local influence as possible.

(4) Ask each person to give several names, addresses, and phone numbers of people who can be appealed to for funds.

You don’t need much money now, but if you decide to run any newspaper ads later, you will need this help. If you can’t get free space donated.

(5) At this point you might want to take a collection to raise enough money ($50.00) to cover the cost of an organizer’s kit, which includes sample reels of the radio and TV commercials. It’s not absolutely necessary to have this kit in order to talk to station representatives, but we have found that it is helpful to have these samples to demonstrate to the media that the spots are high quality advertisements appropriate for use on mass media.

Approaching the Media

(1) Everyone visiting stations should be very familiar with the statutes that apply to a broadcaster’s obligation to “achieve a reasonable balance in the presentation and treatment of controversial issues of public importance.” A good layman’s explanation is provided in “Questions and Answers—The Fairness Doctrine and Unsell Ads” on page 2 of this supplement.

(2) For procedures to follow...