

Cable Television

There are different levels of cable television, but all provide a service to the community. Some have a “rolling” or revolving calendar of events which carries community affairs type messages. Here is a natural place for water safety PSA type “spots”. Remember to change the message every so often. Also, each time your lake is planning something, from a “Blessing of the Boats” ceremony to a lake cleanup, put it on the cable.

These services do not cost anything and will reach more people than you realize. Use every outlet available to get your water safety message to the public.

Before making your first contact with the cable company, plan ahead. You want to have your message ready to present them the moment they say “yes.” If you do not have it with you, it could cost you a “sale.”

If possible, ask them to show you how a message is developed. Tell them you want to take a photograph for your publication, and 99 percent of them love to see their photograph in print. Here’s where the District newspaper or weekly newspaper may help. You stand a much better chance of getting them to “build” the message on the spot. This way, you may be able to see your water safety message actually on the “tube” before leaving the studio. Just a reminder — the newspaper, cable television and radio, are in direct competition.

When you take a photo or news clippings back to the cable station, carry your water safety messages with you just in case the first ones were misplaced.

Furthermore, some cable stations are equipped to have live and taped programs from their studios. Others are able to cover events on site and still others can conduct remote telecasts. Cover all angles, but before starting your cable television project, watch the cable channel first, know what your market is and what you actually want them to do before making the first contact.

It’s time to watch cable television, with paper and pen in hand. Good luck.