

Carl Bloom Associates has developed the **Public Media Defunding Response Roadmap** to help stations respond fast. Here's your step-by-step roadmap.



STEP 1: Prepare Your Messaging

Before launching any public campaign, make sure your internal team is aligned and confident in what they're communicating. A few key actions to take:

- **Build a short internal FAQ or cheat sheet**

Pull 5–6 key stats and points from the talking points document and turn them into a quick-read internal resource. This helps your team respond consistently on air, on social, and in donor interactions. (Example: “Public media costs just \$1.60 per person, per year.”)

- **Tailor your station's messaging with local proof points**

Add a few localized examples to your messaging—like how many kids in your region rely on PBS Kids, or how your station supports public safety in extreme weather. These details bring the national message home and make it personal.



STEP 2: Launch Your Email Campaign

Reach out to your most engaged audiences first — your in-house file of active and lapsed donors. This is where you'll see the most immediate traction and support. Keep email messaging focused, timely, and action-oriented.

- **Email 1: Informational Overview**
Explain what's happening with the proposed defunding, why it matters, and the timeline. Include stats like the \$1.60 per capita cost and a quick link to learn more. Keep the tone calm, informative, and clear.
- **Email 2: Local Impact Story**
Personalize the message by sharing how federal funding supports your specific station — from educational programming in underserved areas to local emergency alerts. Use quotes, photos, or short anecdotes that make the issue feel close to home.
- **Email 3: Urgent Call to Action**
Frame this final message around what's at stake and how donors can help. Include clear instructions: make a gift, forward the message, or take advocacy action (such as visiting ProtectMyPublicMedia.org or signing a petition). Use urgency in the subject line and body copy.

Tips for Execution:

- Segment your file if possible (e.g., sustainers, recent donors, lapsed) and customize subject lines or intros.
- Make sure donation links are prominent and easy to use across mobile and desktop.
- Consider spacing emails 3–5 days apart to maintain engagement without overwhelming your list.



STEP 3: Send Text Messages

Text messaging is one of the fastest, most effective ways to reach your audience in moments of urgency. Use these templates to send two focused messages to your in-house list:

- **Text 1: Awareness + Information**

Introduce the funding threat and explain why it matters to your local station. Keep the language friendly, direct, and concise. Example: “Public media is at risk. A proposal in Washington could cut our funding. Here’s what that means for [CITY]: [LINK].”

- **Text 2: Call to Action**

Encourage quick action with a clear next step, like donating or signing a petition. Example: “Help protect [station] in [CITY]. Your voice matters. Learn more or make a gift: [LINK]”

Tips for Execution:

- Keep messages short
- Personalize the intro when possible with the recipient’s name or city
- Use tracked links to monitor clicks and engagement



STEP 4: Activate Your Digital Ads *(Digital Reach 360 for CBA Clients)*

If you're running paid ads at your station or through CBA's Digital Reach 360, this is the time to shift your creative to reflect the urgency of the defunding proposal. With Digital Reach 360, we can:

- Deploy static and animated ads across Meta (Facebook/Instagram), Google Display, YouTube, and other platforms
- Target your warmest audiences: recent visitors, donors, and email openers
- Test variations with urgency-driven messaging and language like “Protect Public Media” or “Funding Threat Could Impact Your Station”

Tips for Execution:

- Use a 7-14 day flight to match campaign urgency
- Link ads to a dedicated campaign landing page (not just your homepage)
- Monitor daily performance and adjust spend toward the best-performing placements



STEP 5: Post on Social Media

Your organic social channels are critical for quickly spreading awareness, especially among followers who may not be on your email list.

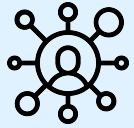
- Post 3–5 times per week during the 45-day window
- Mix informational posts, personal stories, and urgent calls to action
- Tag relevant local partners, elected officials, and community organizations to increase visibility and engagement

Content ideas:

- A graphic with “Public Media is at Risk” + link to learn more
- A post about how many kids or schools rely on PBS Kids in your community
- A message asking viewers to share why they support public media

Tips for Execution:

- Use relevant hashtags: #ProtectPublicMedia #FundPublicMedia #PBS #NPR
- Include clear next steps in your caption (link in bio, visit page, donate now)



STEP 6: Keep Your Audience Engaged

Once your campaign is live, your job isn't over. Keep your audience in the loop with timely updates and additional opportunities to engage.

Tactical follow-ups:

- Send a “thank you” email to those who acted, reinforcing their impact
- Share quick status updates on social media (e.g., “500 community members have taken action — thank you!”)
- Post a reminder during the final week of the 45-day window with a final CTA

Tips for Execution:

- Track open and click-through rates on emails and texts to identify your most engaged supporters
- Use comments and social feedback to shape your ongoing messaging
- Continue storytelling — share what the community would lose without public media

Carl Bloom associates

To request support with implementation,
contact Christina@carlbloom.com at Carl Bloom Associates.