

# Talent Mobility and the Global Economy

Graduate  
Management  
Admission  
Council™

Early Warning Signals:  
Winners and Losers in the Global Race for Talent

## Public Service Announcement

Radio and television stations are required to broadcast a certain number of PSAs throughout the year to promote non-profit organizations or cause-related activities. Look for timing that offers an excellent PSA opportunity for your school (i.e. April is Celebrate Diversity Month and June is Immigrant Heritage Month). Below are two samples you can present to your local stations.

### RADIO OR TV PSA (30-SECOND)

**(YOUR LOCAL SCHOOL)** CELEBRATES DIVERSITY MONTH THIS APRIL BY ENCOURAGING STUDENTS TO TRAVEL GLOBALLY.

25% OF ENTREPRENEURS AND INVENTORS IN THE US ARE IMMIGRANTS.

OF FORTUNE 500 COMPANIES, MORE THAN 40% WERE FOUNDED BY IMMIGRANTS OR THEIR CHILDREN.

ENCOURAGING STUDENTS TO STUDY GLOBALLY FUELS OUR ECONOMY AND CREATES JOBS.

AT **(YOUR LOCAL SCHOOL)** YOU HAVE THE OPPORTUNITY TO LEARN FROM THE WORLD.

THIS MESSAGE WAS BROUGHT TO YOU BY **(YOUR LOCAL SCHOOL)** AND THE GRADUATE MANAGEMENT ADMISSION COUNCIL.

### RADIO OR TV PSA (15-SECOND)

**(YOUR LOCAL SCHOOL)** IS HELPING OUR COMMUNITY GET AHEAD IN THE GLOBAL RACE FOR TALENT.

AT **(YOUR LOCAL SCHOOL)** GLOBAL RELATIONSHIP-BUILDING BEGINS IN THE CLASSROOM.

PREPARE YOURSELF FOR THE ECONOMY OF TOMORROW.

THIS MESSAGE WAS BROUGHT TO YOU BY **(YOUR LOCAL SCHOOL)** AND THE GRADUATE MANAGEMENT ADMISSION COUNCIL.

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## How to Submit a PSA to your Local TV & Radio Stations

Contact your local television and radio stations and ask for the public affairs director. This is the person responsible for scheduling PSAs. Find out what PSA length the station prefers (15 or 30 seconds); format (single or double-spaced); how it should be submitted (via e-mail or regular mail); how much advance notice the station needs; and any other information required. Some TV and radio stations also offer PSA submission details on their websites.

On your PSA sheet, include your name, title, phone number, and e-mail address. If mailing, include the information on your letterhead stationery. Send the PSA along with a cover note asking the public affairs director to consider running your PSA. Follow up a week later with him/her to find out if the station will be airing your PSA and, if so, when.