

**Florida Department of Health  
Sexual Violence Prevention Program  
“Rape. Talk About It. Prevent It.” Campaign Materials Tips**



Any organization that receives copies of the radio and TV spots is required to report the number of times each spot is aired on any radio stations, TV stations, closed circuit broadcasts, or in presentations/classrooms. Reporting will be done using the Florida Department of Health Sexual Violence Data Registry (SVDR).

CD of Radio Spots

- The CDs are “Master” quality and are ready to be played by radio stations.
- The CDs are MP3 files. You should be able to open them on your computer and listen to the radio spots. If you are using Windows on a PC you may use Windows Explorer to open the CD drive and click on the spot you wish to hear. (The CDs will not play on your CD player).
- Be sure to collect your master quality CDs from any radio station you lend to for airing.

BETA TV Spot Video

- This is your Beta “Master” of the TV spots. You will only get one copy from DOH.
- The beta tape is most likely what the TV station will want to use to air your spot.
- When you drop your Beta tape off at the TV station airing your public service announcement (or paid media) ask them to make a copy of the spot(s) they are to air and give you back the original.

VHS Video Loop

- One version of each TV video spot produced is included during the 4.5 minute loop on this video. This sequence of spots runs continuously for one hour.
- This video is perfect to use during rape awareness programs or public awareness events.
- One complete 4.5 minute segment of the video loop is an excellent way to open a rape prevention education presentation, or as a tool to stimulate discussion during an educational presentation.
- The VHS Video Loop tape is “Master” quality.

VHS PSA Video Tape

- This tape may be utilized to show individual spots during presentations.
- Use to show spots on closed circuit TV.
- The VHS PSA Video Tapes are “Master” quality.

Copyright

All campaign media materials are copyrighted. Copies of the radio and TV spots may be made for educational purposes. The copies must not be altered from the original and the credits must be included.