

All About PSAs: Campaign Portfolios

Compliments of the Broadcast Education Association
& Boom Broadcast inc.



Educating for Tomorrow's Media



Welcome to a new initiative from the Broadcast Education Association. We have partnered with Boom Broadcast & Media Relations to provide resources for both educating and executing awareness campaigns via broadcast media. PSAs play a critical role in our society. They can be the lifeblood of charitable organizations of all sizes and a wide range of missions. We hope these resources can be utilized both in, and out of the classroom:

“All About PSAs: Campaign Portfolios” provide links to actual broadcast PSAs, tools, and resources for current awareness campaigns. The campaigns presented in the portfolios were chosen because of their relevance to the student populations at Colleges and Universities. These particular organizations encourage you to share, publicize and disseminate the assets related to their campaign via your own media outlets - get creative, get passionate about these causes. We look forward to learning about your efforts related to these important issues!

- Campus TV
- Arena/sporting event media
- Campus Radio

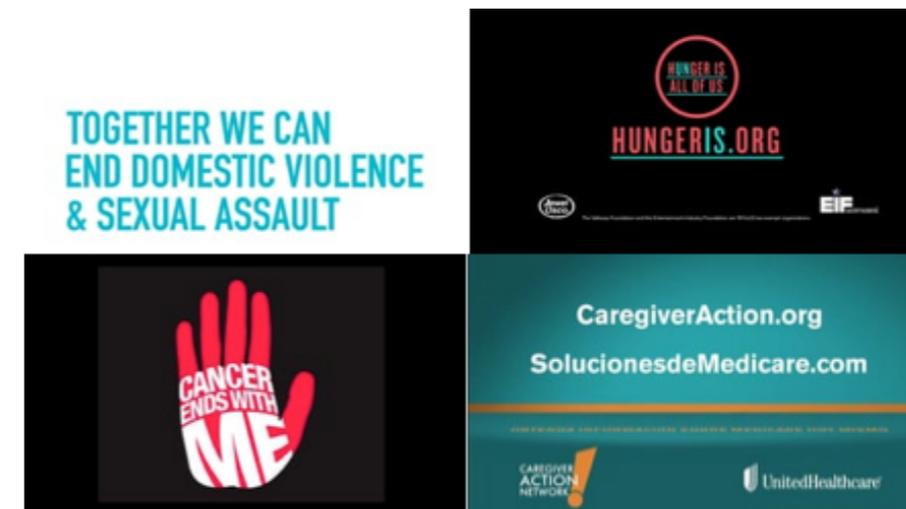
In this deck you will find:

- Overview of what PSA campaigns are, including a short video tutorial, and examples.
- Guidelines on planning your campaign
- Links to Portfolios representing specific organizations and specific campaigns. The portfolios include:
 - Downloadable HD and SD, broadcast quality video and/or audio spots, plus other tools and resources related to the specific campaigns.
 - Links for feedback from you about your on-campus campaign or project
 - Links for support should you have questions or would like more help.

What Public Service Announcements Are – PSAs are an opportunity for non-profit or not for profit organizations to benefit from donated ad time or space wherever traditional advertising runs: in print, out door, online, out of home or on broadcast outlets. To qualify for consideration, the PSA must come from a legitimate non-profit organization, usually 501C3 status, but some trade organizations will qualify depending on the message. At Boom we focus specifically on broadcast.



[click & learn more](#)



[click for examples](#)

Planning Your On Campus Campaign

- **What** is the campaign all about and “who cares?” Take some time and review the portfolio: the organization’s homepage, the creative (TV and/or radio spots, digital, tool box, etc,) and other links and background provided. Determine for yourself if your community needs this information. Once you take on the campaign, you are now part of the solution to this issue, or problem.
- **Where** can you place these messages? Do you have a campus TV station, radio station, jumbotron at arenas or stadium, website, social media communities? If you have the outlet, does the portfolio have an asset that fits that media outlet?
- **When** is the best time to plan, place and run your campaign and for how long. For on-campus, we would recommend perhaps 3 months, a semester or a trimester perhaps.

Eventually, this program will offer multiple portfolios so that you might switch out campaigns, or rotate causes. The sky is the limit, it’s your campaign to run.

Campaign Portfolios

Joyful Heart Foundation: NoMore Campaign

This campaign, PRODUCED BY THE JOYFUL HEART FOUNDATION, seeks an end to Domestic Violence and Sexual Assault. From Hollywood elite, to NFL players, they are united in saying "No More" to excuses and bystanding.

Leukemia and Lymphoma Society: Survivor Story (portfolio coming soon)

Entertainment Industry Foundation: Ending Childhood Hunger (portfolio coming soon)

Let's Chat

Please let us know if you would like more detail on any part of the PSA process, case studies, examples, or even a workshop or guest speaker to talk about how PSAs work, and even more importantly, why they work.

Boom Broadcast & Media Relations

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