

All About PSAs

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:

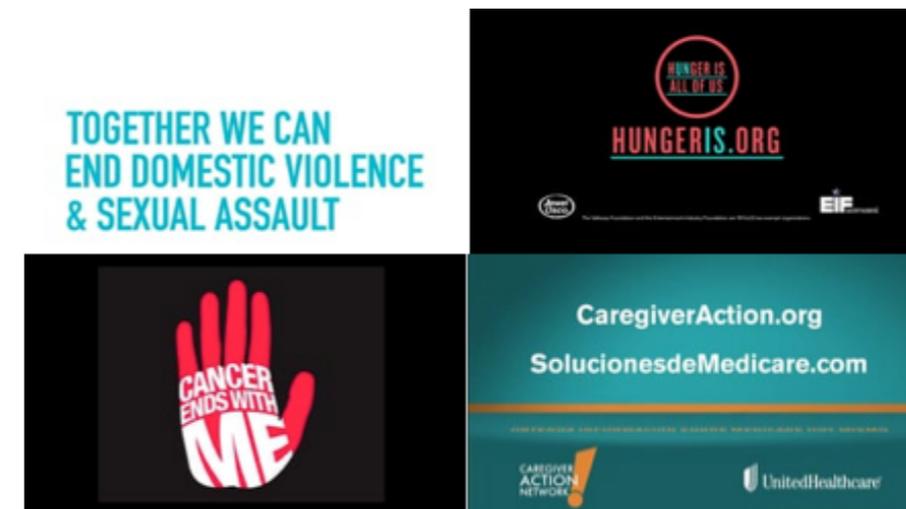
“All About PSAs” will provide resources for educating about what PSAs are, how they are planned and executed, and how broadcast outlets receive them. In this deck you will find:

- What PSAs Are
- What PSAs Aren't
- Video tutorial
- Examples
- Details on how to produce and distribute PSAs to media
- Case Studies
- Additional resources

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.



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What PSAs Aren't

- PSAs are not “free advertising.” They must have a message that serves the public and not simply promote an organization’s image. They must NOT be an overt plea for monetary support or donations.
- Free for the organization. While time and space are donated by media, there are costs associated with production of creative, costs to distribute the creative to media, and costs to track results of the campaign.
- Guaranteed. At one time, broadcasters were actually required by the FCC to operate in the public interest, and PSAs were one way to fulfill this commitment, not so anymore. Media in general and broadcast in particular evaluate each request to air a PSA based on the value to their audience, in their market; production value; and call to action. Competition for those “avails” or available ad slots, is fierce. An organization needs to evaluate all variables of a campaign, the what, the who, and the how before launching a campaign. So...what is the WHAT, the WHO, and the HOW?

The What, the Who, and the How

If you have completed, or have yet to take marketing 101, you might have already covered the Five “Ps:” Place, Product, People, Price, Promotion. These considerations are similar for a PSA campaign...

- **What** is your message or call to action? Is it awareness about a disease, issue or crisis? A call to action to participate in an event? The objective of your campaign should be clear and specific. Typically, the PSA will be best received by media if it is evergreen, versus tied to a specific date at which time the media outlet must pull it out of rotation.
- **Who** are you trying to reach? Women, men, millennials? Your target audience will dictate the media (in our case, TV, Radio or Online) and perhaps the markets (top markets, Hispanic outlets, regional).
- **How** are you getting your creative produced, and distributed? Page down for considerations for these important elements of a Broadcast PSA Campaign.

...the How

PRODUCTION

There are two routes to go to identify assets for your Broadcast PSA campaign: repurpose existing video or audio content, or produce new content.

- Re-purpose. Often, existing assets that your organization have hanging around can be repurposed as a PSA: short educational video? Testimonials? Older ads? Editing creative can be a great way to get a message out quickly and cost-efficiently.
- New production. Many creative agencies are willing to produce PSAs for a worthy cause on a pro-bono basis in exchange for the exposure. And, let's face it, a shiny award of some sort. Sometimes, you will want to control the creative process yourself and seek creative folks to work directly with you as the "director." Budgets for producing TV and radio PSAs can vary widely and many options exist for keeping costs under control. Costs for production can vary from \$5,000 to over \$75,000.

...the How

PRODUCTION

Tips, and topics for more discussion:

- Create a variety of lengths. We typically recommend a :15, :30 and :60 mix of spots. Here's why: public service directors have a limited amount of inventory at any given time. If they have a :15 "avail" in the regular rotation and you have only produced a :30 spot, your spot will not get that opportunity. However, we find that a :30 is most often used, followed by :60 so if in a pinch, produce those lengths first.
- Create a Spanish version. Outlets programming in Spanish are looking for content on topics that affect the Hispanic and Latin populations. Issues tend to be deeply personal and community oriented for these media outlets so if you can, create an asset that can be easily used by media that program in Spanish.
- Celebrities...it's the issue, not the personality. Can't hurt, but might not help.

...the How

DISTRIBUTION

Once you create your campaign materials, dictated by the “who” above (who we want to reach should determine your media mix: Broadcast (video, audio,) print, outdoor, digital...it’s time to determine how you will get these assets placed on your desired media. Here we are interested in broadcast specifically: TV and Radio.

- TV: There are 200 media markets in the U.S., Canada, Puerto Rico and Mexico are options, but are a bit of a special case but for now, let’s focus on a U.S. distribution. A robust release is to about 750-900 outlets, including local network affiliates (ABC← CBS, NBC, FOX, CW) broadcast networks and cable networks.
- Radio: there are about 15,000 radio stations (AM, FM, Educational FM) in the U.S. What you need to determine is how many matter for your message. As with TV, we want to focus on those that reach our target audience, and reach them effectively. Logic would suggest the largest markets, and the associated largest stations would make sense.

...the How

DISTRIBUTION

- TV: Distribution strategy involves budget, timing, and campaign objectives. A reasonable time to expect a spot to stay in rotation is 6-9 months, but often we track the spot for a year before releasing new creative. Costs involve the actual distribution of the spots, and also tracking and reporting. Nielsen Media and Research is the standard authority and provider of data on airings patterns for television. Distribution of a campaign might range from \$25,000-\$75,000.
- Radio: A typical radio campaign will be to about 1,000-3,000 stations. Interestingly enough, not all stations in the country are electronically tracked as of yet. The technology is a challenge and can be a separate discussion. Most organizations want an accurate account of Return on Investment (ROI) so accurate airings information is critical. The good news: radio spots can and should be distributed digitally to keep costs managed. A typical Radio PSA Campaign investment is \$15,000-\$30,000



Case Studies

Public Service Announcements

Cause:	Find a cure/See an end to blood cancers in our lifetime
Client:	Leukemia & Lymphoma Society
Campaign:	Someday Is Today - English and Spanish Audiences
Budget:	Under \$75,000
Media:	Television and Radio, TV: two creatives, Radio: one creative (Imagine)
Unique Challenge:	Maximize relatively limited budget to reach both English & Spanish audiences with a monster new branding campaign.
Solution:	We launched, initially, the core creative. Six months later we rolled out specific creative to Spanish TV and Radio programming. Often, it's the "set up" of a campaign that can add to the cost: properly encoding for tracking and reporting. For this effort, we grouped all of the creative together at the launch of the campaign to cut down cost to the client. But we were able to track all spots and lengths separately so we could determine what creative and what media was resonating the most with this campaign.
Results:	Total results, TV, Radio, English and Spanish: 87,000 airings in all 200 media markets and over \$23.5 million in donated ad time.



Case Studies

Public Service Announcements

Cause:	End Domestic Violence and Sexual Assault
Client:	Joyful Heart Foundation
Campaign:	“No More”
Budget:	Under \$40,000
Media:	Television
Unique Challenge:	Take advantage of donated creative, limited budgets, evolving creative and target audiences to launch a new, national awareness brand campaign.
Solution:	The client came to us shortly after this organization was created. They had some big talent donate time and production to creating extremely emotional and thought provoking spots. We actually donated our time for this initial effort as a gesture of our commitment to this issue. The original spots are still in circulation, but shortly after the client had some influential personalities step up to be involved: professional athletes, “millennial” celebrities, among others. We developed a very targeted approach to select media to reach a new and specific audiences. We then set up very detailed tracking and reporting to evaluate the traction the PSAs generated.
Results:	Since 2013, this campaign has generated over 1 billion impressions, aired in every major media market in the US, aired over 20,000 times, and generated over \$42 million in donated ad time.



Case Studies

Public Service Announcements

Cause:	Create awareness about childhood hunger in America
Client:	Entertainment Industry Foundation/Safeway Foundation
Campaign:	“Hunger Is” featuring Viola Davis
Budget:	Under \$40,000
Media:	Television and Radio release but custom versions targeted locally.
Unique Challenge:	This campaign is sponsored by a non-profit affiliated with a major supermarket chain. The chain has different brands from market to market. In order to make the “local” connection and be in synch with in-store campaign, we customized 7 versions of the spots (endslate reflected local brands) and most importantly, enlisted our media relations pros to communicate local tie-in with public and community affairs directors in the relevant markets. In addition, we had to react to an updated statistic within the spots, edit, and re-release all while keeping budgets under control.
Results:	The campaign has been in-market since March 2014 and we are tracking through April 2016. To date, the TV spot has garnered over 83,000 airings, reaching 700 million impressions, and secured nearly \$28 million in equivalent ad dollars. Radio spots have aired 87,000 times, generating over 1 billion impressions and \$11 million in ad value.

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.

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