



HOW DIGITAL DISTRIBUTION WILL IMPACT PUBLIC SERVICE ADVERTISING

Aggressive Promotion Yields Significant Results

By Bill Goodwill & James Baumann

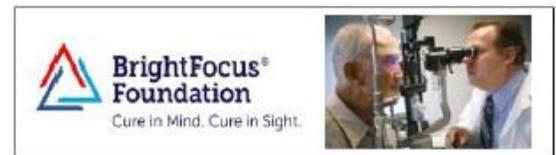
We knew it was coming. We knew it would create havoc in the way PSA campaigns were distributed. We knew that it would take a long time to figure out the nuances of digital distribution and how it would affect our client campaigns. Now it is here and we also knew that we would be up to the task to figure out how to harness this new technology to our clients' advantage.

First let's define the terms. Digital distribution (also called digital content delivery, online distribution, or electronic distribution), is the delivery of media content online, thus bypassing physical distribution methods, such as video tapes, CDs and DVDs. In addition to saving money on tapes and disks, digital distribution eliminates the need to print collateral materials such as storyboards, newsletters, bounce-back cards, etc. Finally, it provides the opportunity to preview messages online, and offers media high-quality files for download.

In the pre-digital world, the media was spoiled because they had all the PSA messages they could ever use delivered right to their desktop, along with promotional materials explaining the importance of the campaigns. In today's digital world, there are two basic ways for stations to get PSAs via either the "push" or "pull" process.

The "Push" Distribution Model

After the distributor has completed file preparation, including SIGMA encoding, close captioning and creating the AD ID Code* we upload the files to the Extreme Reach (ER) download platform, along with digital collateral materials such as a storyboard, a newsletter and traffic instructions. ER then pushes the files out to the server maintained by the media outlet and notifies them they have been sent via a blast email to station traffic directors. *(The AD ID code is a way for media outlets to track program content in their system.)



TV PSA TRAFFIC INSTRUCTIONS

TO: Traffic Directors
FROM: Bright Focus Foundation
DATE: XXXX
SUBJECT: New TV PSA
MESSAGE:

We have just sent digital files for a new TV PSA from the BrightFocus Foundation entitled: *Make a Plan Today: Get Your Eyes Checked*. Please forward the digital files to your public service or community affairs director. If you did not receive them, you can download broadcast quality files at:

<http://www.goodwillcommunications.com/PsaCampaigns.aspx?cid=14>

If you have any questions, please contact: Alice Kirkman,
BrightFocus Foundation akirkman@brightfocus.org 301-556-9349

Once this is done, ER issues a confirmation report to the distributor showing the name of the client, title of the spots, the station or network they were sent to and the download status as shown here.



Order #: 1678590

| | | | |
|----------------|--|------------------|-------------------------------------|
| Advertiser: | Goodwill Communications | Creation Date: | 11/28/2016 6:23 PM |
| Order Type: | PSA, Video | Activation Date: | |
| PO #: | 583803 (11/28/2016) | Status: | Sent, Deliveries In Progress |
| Contact Info: | Sarah Ellison (703-908-4104) [sellison@henninger.com] | | |
| Campaign Name: | Spanish PSA Order | | |

Group 3176535: New Group - SD Status: Sent, Deliveries In Progress

| <u>Destination</u> | <u>Market</u> | <u>Delivery Item</u> | <u>Status</u> | <u>Date Completed</u> |
|--------------------|---------------|------------------------|------------------------------|-----------------------|
| CNN En Espanol | [Network] | 7CRO0041000 | Delivered, Awaiting Approval | |
| CNN En Espanol | [Network] | 7CRO0042000 | Delivered, Awaiting Approval | |
| CNN En Espanol | [Network] | [Traffic Instructions] | Complete | 11/28/2016 6:56 |

The “Pull” Distribution Model

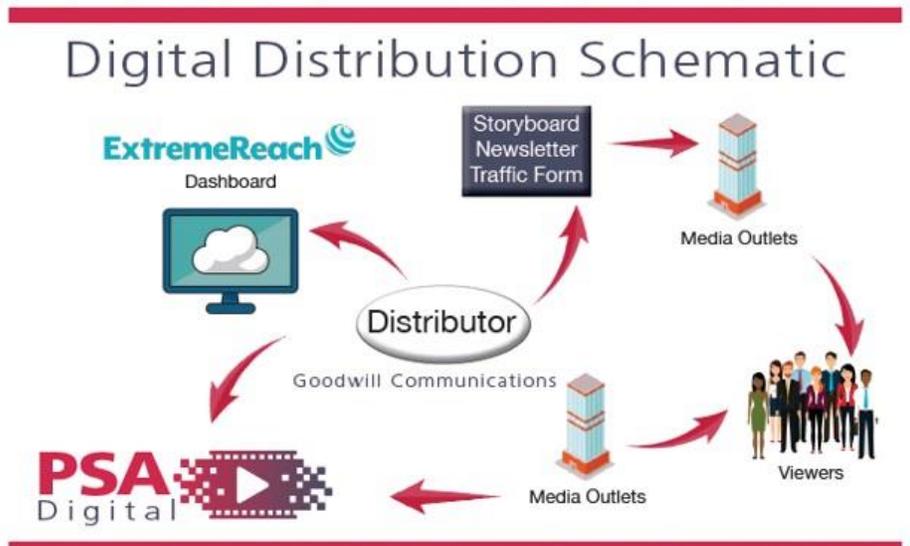
For nearly five years we have been posting all our client files to our own digital download site called PSA Digital, because we knew the day would come when this would be the defacto standard for distributing all media assets. Media outlets can go to this site and see background information on both the non-profit and on the issue being promoted by the PSAs, as well as view and download PSAs at: <http://www.goodwillcommunications.com/PSADigital.aspx>.

This schematic shows the overall process involved with both the push and pull models.

Promotional Tactics

Since we no longer send hard copy tapes directly to stations, promotion takes on a completely new role in the digital PSA distribution plan.

Here are some of the things we do to ensure stations and networks know about our client PSAs:



- **Posting Promotional Materials.**

In addition to distributing digital PSA files and traffic instructions to stations ER also posts our *Broadcasters Café* newsletter and a storyboard to their download site in .pdf format.



- **Alert Postcards.**

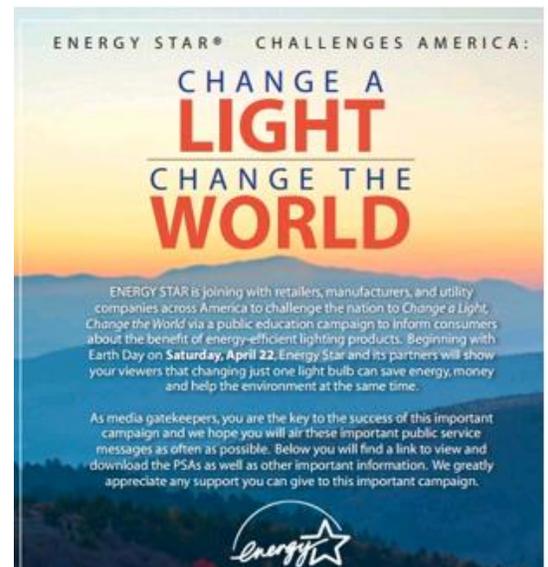
When files are posted to the ER digital download site, we send all stations and networks on our distribution list a two part postcard via snail mail, which is addressed to the public service director. The business reply card that is part of the postcard serves three functions:

- 1) In case emails from ER are blocked by the station's firewall - meaning stations and networks may not have received the emails - this is another way to reach out to them.
- 2) The reply card helps us keep our station mailing list current.
- 3) The response card provides evaluation usage data for local cable stations not monitored by Nielsen.

- **Blast Emails.**

As soon as the client files are posted to the ER server, they send out a blast email to the 2,000 local TV stations and approximately 200 national networks on our distribution list. Since we do not control the blast emails that Extreme Reach distributes, we distribute our own, such as this one, which we call an EmailGram.

In addition to a very compelling design, it provides client and PSA distributor contacts, as well as links to our PSA Digital download site, the ER server site, and the client's website. In addition to local stations and networks, these blast emails are sent to the 50 state broadcast associations, to which most TV and radio stations in our country belong.



- **NAB Spot Center.**

For many years we've been posting our client PSAs to the National Association of Broadcasters' Spot Center download site at <https://psa.nab.org/>. We do not have any stats to show how many or which media outlets download our PSAs from there, but it is one more place to get our PSAs noticed, and the credibility that NAB brings to the table, is reason enough to do it.

- **Personal Outreach.**

After sending all national networks our *Broadcasters Café* newsletter, which tells them about the PSA campaign we are distributing and its importance, our outreach specialist, Margaret Kessler, personally calls roughly 150 National networks (total in our database is closer to 200 but many own more than one network) to pitch them on the client's PSAs. Margaret has been doing this successfully for our client campaigns for nearly four years now, and during that time she has developed personal relationships with many of the network decision-makers.

As our knowledge and expertise of digital distribution grows over time, we will develop other tactics for reaching out to those stations which have taken the time to preview or download our client PSAs. In the meantime, it is important for non-profits to know that digital distribution is the only way to get programming material out to stations. Stated another way, since the world is going digital, what choice do we have but to adapt to the latest technology and do it better than our competition?

Bill Goodwill is CEO of Goodwill Communications, a firm specializing in PSA distribution and evaluation. James Baumann was formerly Senior VP/Media for the Ad Council and is the firm's Chief Operating Officer.