

## Media Outreach Secrets From a Jewish Mother

### Margaret Kessler Tells the Secret of Her Success

When it comes to PSA placement, there's no substitute for the personal touch. Though time consuming and a bit of a grind, the results leave little doubt as to its efficacy. Simply put, the importance of personal interactions can't be overstated.

Given today's technology-driven climate, an alarming number of organizations have opted to use eblasts, social media – or perhaps no follow-up at all – as their means of communicating with media gatekeepers.

#### A Different Model

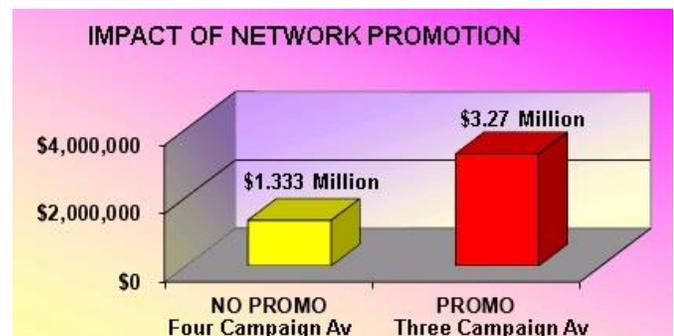
While the cost savings from eschewing outreach are appealing, you can expect marginal results at best. I joined Goodwill Communications five years ago because they wanted to test the efficacy of personal outreach to national media entities which might generate significant plays and values. These include TV networks (broadcast and cable), as well as selected radio and print media. Soon after joining the firm we began to generate substantial returns. For those who want to know what aggressive promotion can do for your next PSA campaign, go to:

<https://goodnewsblogger.wordpress.com/2013/02/27/the-value-of-human-contact-2/>

This graph shows the impact that network outreach can have on a typical PSA campaign.

Over time, I have established warm working relationships with many national media contacts, particularly cable network traffic managers. Not only does this make my job more pleasant; it also means that I can rely on many of these important gatekeepers to add our client PSAs to their rotation. I've had several traffic managers tell me "I generally don't bother with PSAs unless someone cares enough to personally reach out to me." Of course, there's a fine line between enthusiasm for promoting your message and being a pain in the rear end. And there's little doubt that I sometimes cross it (after all, I am a Jewish mother and being a noodle is in my DNA). But I've learned by trial and error how far to push.

Today everyone thinks that social media is the only way to reach people – particularly Generation X and Millennials – but in fact TV is still a very viable and effective medium, with people watching in home TV just under five hours per person daily, according to A.C. Nielsen. However, at Goodwill Communications, we are constantly searching for new ways to reach an increasingly elusive target audience. For example, we have been doing much more work to get our client messages in what we call "place-based media."



## Airport Dioramas

- 12 airports
- Number of posters: 72
- Value: \$743,600
- Impressions: 112 million



## Shopping Centers

- 69 malls\*
- 56 malls in top 20 DMAs
- Number of posters: 274\*\*
- Value: \$307,200
- Gross Impressions: 305 million



## Outdoor Billboards

- Outdoor billboard posters placed: 1,372
- 27 markets in 19 states
- Estimated value: \$1,388,282
- Gross Impressions: 305 million



## Transit Media

- Street Furniture
- Busses Interior/Exterior
- Metro Trains
- Metro Subway Stops
- Number of posters: 336
- Value: \$1.1 million
- Gross Impressions: 134.4 million



This includes PumpTop TV in gas stations; Walmart's Checkout Channel in their big box stores; CNN's Accent Health and Airport networks; HealthCare TV Network (in hospitals); and Channel One (a news feed into middle and high schools across the country). We've even gotten PSAs on Jumbotron feeds during college football bowl games.

### Options to Traditional TV

Another division of our company places posters in airports, shopping centers, bus stops, subways – wherever we can reach people where they live, work and play. To see how we place messages in these venues, go to: <http://www.slideshare.net/dakotabill/aaos-ooH-presentation>.

In short, there is no magic bullet to PSA success these days. It takes persistence. It takes time, money and imagination. But for those willing to put in the sweat equity, the results can be phenomenal.