

GOOD news FOR CLIENTS

1st Quarter
2019

A NEWSLETTER ON TOPICAL SOCIAL ISSUES



in this issue:

- **Steps for More Effective PSA Campaigns**
- **Baumann Promoted to GCI CEO**

STEPS FOR MORE EFFECTIVE PSA CAMPAIGNS ADVANCED PLANNING IS CRUCIAL

Bill Goodwill & James Baumann

Developing a national public service advertising campaign for your organization is an excellent and fairly low-cost way to generate media exposure for your issue. However, it is important to understand some basic rules governing PSA usage, and today's media environment, or it is not likely they will see the light of day.

First, the competition for scarce air-time is intense. In a national survey of TV stations, just under 40 percent of respondents indicated **they get from 8 to 30 PSAs per week**. Secondly, since the media are not mandated to use a defined number of public interest messages, they try to sell all the air time they can, leaving less time for PSAs.

STRATEGY DEVELOPMENT PHASE

For these reasons – and many others outlined below – it is imperative that you **develop a strategic plan** to get your messages used. As you develop your plan, here are some things to think about:

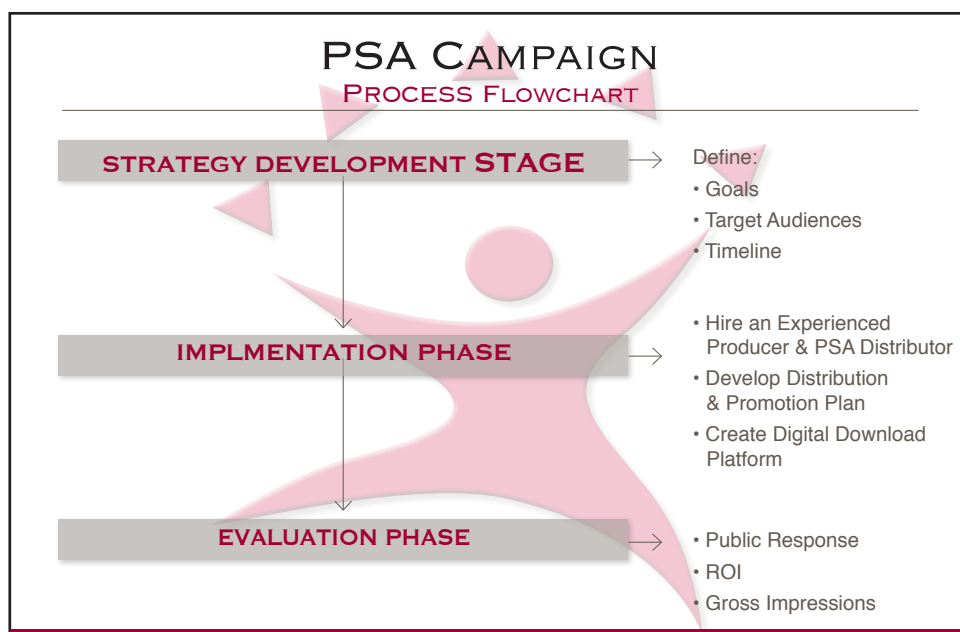
• **Define Campaign Objectives**

What are you trying to accomplish with your campaign? Is it to generate response/public actions such as getting people to visit your website; create greater awareness of your organization or issue; or to change attitudes/behavior?

• **Who are the target audiences for your campaign?**

Although many non-profits think of their audiences as amorphous entities, our society is very diverse, so you need make sure your message resonates with people of different backgrounds. One way to do this is to consider ethnic and gender diversity in your casting as appropriate. It is also worth considering a Spanish language version of your spot if your message is especially relevant to the Hispanic audience.

Continued on page 2



- **What is the timeline for your campaign?** Is it time sensitive; how long is it going to take from the time you want it to be disseminated to get it produced?

Campaigns disseminated the first three quarters tend to perform much better than those distributed during the Thanksgiving/Christmas season, so factor this into your campaign plan.

- **What is your budget?** This will guide everything you do. It might be that you can only afford to do a radio campaign, but first you need to get cost estimates from all the professionals you are going to work with to formulate a budget.

IMPLEMENTATION PHASE

In the Implementation Phase of your campaign, you should consider:

- **Hiring an experienced PSA producer.** The commercial advertising and public service advertising fields are worlds apart, and your producer needs to understand the rules governing PSA usage. They need to know all the logistical details of making the PSAs acceptable to the media, which can be quite formidable to those who have not produced PSA campaigns previously.

To get on the air, your PSAs must be as good as the adjacent programming surrounding them....perfectly timed spots...good lighting...good direction...good writing. Stations are not going to use PSAs that are not well produced, no matter how important the issue is.

Then there are logistical issues such as including the Ad-ID code to your PSAs, which stations use to track programming assets; embedding a Nielsen SIGMA code used to track the PSAs in the evaluation phase; creating bars, slates and tones, close captioning and many other logistical details that an experienced producer will know how to do.



- **Hiring a PSA distributor.** Can you distribute a PSA on your own? Of course you can, but how much is it going to cost you in lost exposure if you do not know what the distributor knows about getting your messages on the air?

A good PSA distributor will develop a comprehensive plan for getting your PSAs on the air which includes:

- Handling the previously mentioned production logistics, creating an on-line platform where your PSAs can be viewed and downloaded in HD formats – a requirement for PSA distribution these days.
- Posting your PSAs on Extreme Reach, the premier distributor of TV programming, as well as posting your PSAs to the National Association of Broadcasters' download platform.
- An aggressive promotional plan to get your PSAs used. The reason this is so important is that for TV PSAs they are all distributed digitally and not on tape. If the media does not know where to find and download your PSAs, all the rest of your efforts are to no avail. In the previous issue of GoodNews, we wrote a story about promotion and its importance, which you can view at: psaresearch.com/QuarterGoodNews092018.pdf

EVALUATION PHASE

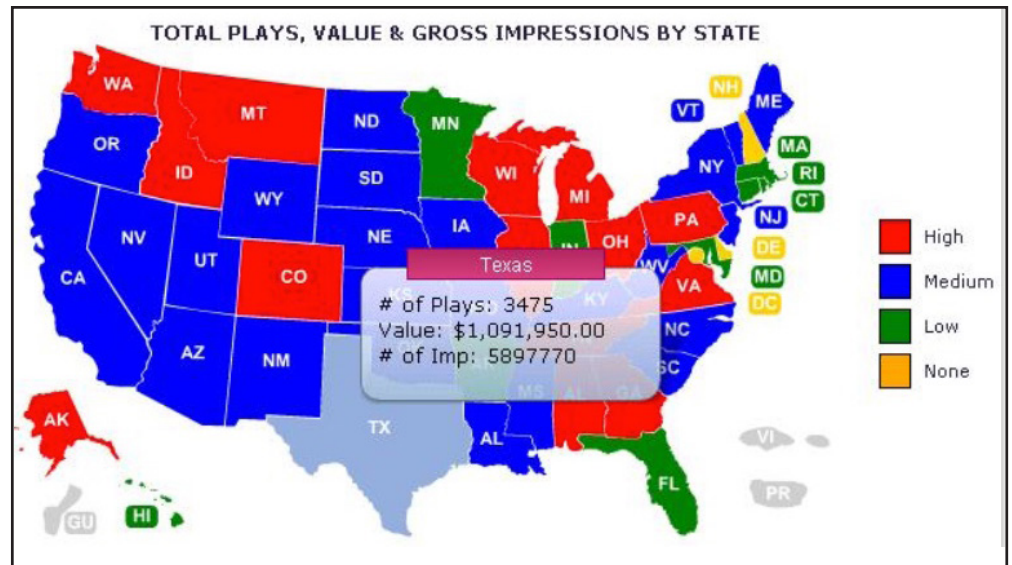
While it is the last step in the campaign planning process, it may be the most important one, because thorough campaign evaluation will give you very specific feedback on where your PSAs were aired, how frequently, when, which media used them and the value of the exposure.

Continued on page 3

Beyond reporting results, evaluation data also provides information you can use to change the outcome of your campaign effectiveness. For example:

- expressing appreciation for usage among those stations that used your PSAs to sustain future usage.

In summary, if you plan your campaign carefully and execute the plan through the three phases outlined previously you stand a very good chance of reaching the goals for your campaign.



James Baumann, who joined Goodwill Communications two years ago as COO, Director of Client Services, has been promoted to CEO, effective February 1st.

"James has done a terrific job since he joined the firm," observes Bill Goodwill, company president. "When he joined our firm, he hit the ground running because he had 12 years of experience with all facets of public service advertising."

As CEO of the firm, he will manage a growing roster of non-profit and government agency clients, and expand the company's burgeoning outdoor business, which has experienced tremendous growth since James joined the firm. He is also heading up the development of a new PSA evaluation reporting system.

James previously served as Senior Vice President, Media at The Ad Council, where he led the media department's efforts to secure donated media and develop partnerships with national and local media companies.

He also held key leadership positions at Iraq & Afghanistan Veterans of America (IAVA,) which gave him valuable experience working on the client side for a major non-profit.

James also worked on Fortune 500 accounts with clients from a variety of industries, including computer hardware, software, global communications, oil & gas, fast food, retail, packaged food, travel, home furnishings, and corporate insurance.



A graduate of Marist College in Poughkeepsie, New York, he earned a degree in communications and advertising, where he has also taught Advertising Strategy classes as an Adjunct Professor. His post-graduate work includes an Advanced Advertising Strategies Certification from the University of Maryland, as well as various program certificates from the American Management Association.

James is a marathoner, triathlete, and avid cyclist and lives in Patterson, New York with his wife Jessica and son Brennan.