

How To Evaluate Your PSA



EVALUATION

☒ **Outstanding**

☐ **Very Good**

☐ **Satisfactory**

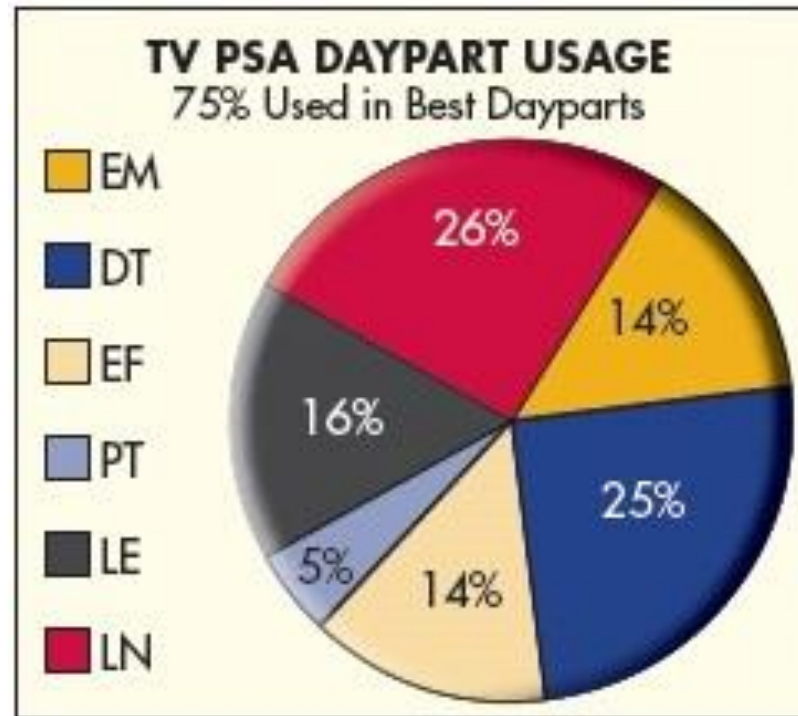
☐ **Marginal**

☐ **Unsatisfactory**



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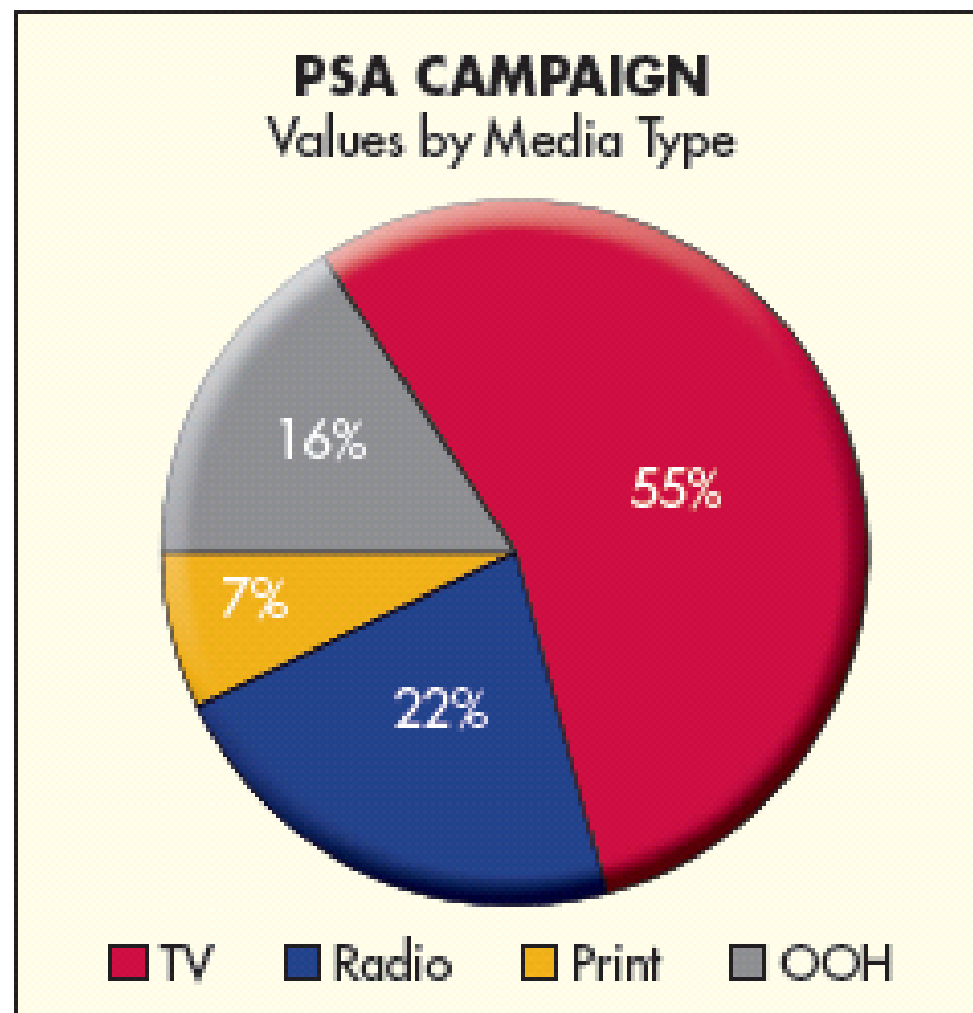
PSA Evaluation



Rationale

- Shows you are reaching the right audience
- Shows where/when you are getting exposure
- Provides basis for making corrections
- Validates success of your PSA program
- Reinforces organizational mission
- Helps you keep your job

PSA Evaluation



Validating success

- Values
- Usage by airplays
- Usage in top markets
- Usage by daypart
- Gross impressions
- Audience feedback
- Return on investment



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Reinforcing mission

- Stimulating response
- Changing attitudes/behavior
- Greater awareness
- Encouraging volunteers
- Promote special events
- Fund raising



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Data sources

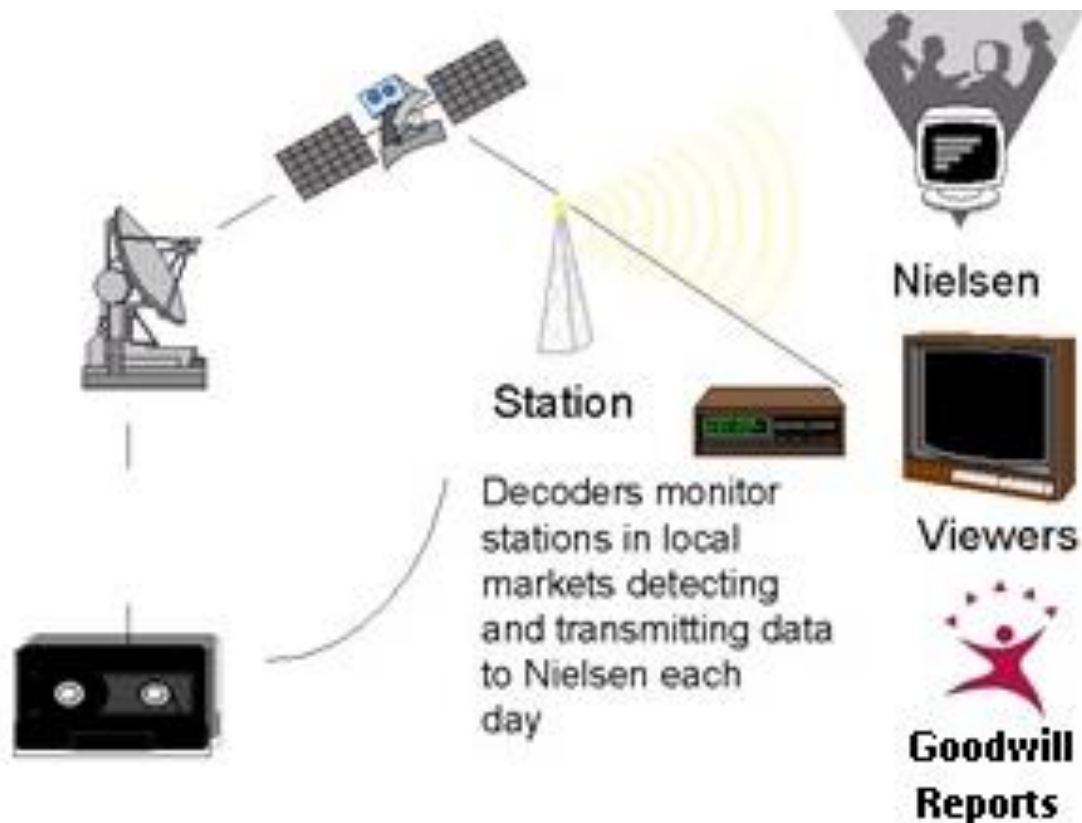
- Nielsen
- SRDS
- Cisions
- Outdoor companies
- Affidavits
- Bounce-back cards
- Phone surveys

PSA Evaluation



Methodology by medium

- Broadcast TV
 - Nielsen SIGMA™
 - Audio fingerprint technology
 - Complete geographic coverage
 - Complete daypart coverage



PSA Evaluation

CablePak

Spring 2102 PSA USAGE SURVEY	Title	Spot Lengths Used	Times Used Per Week	# of Wks
Air Force	Choices	___:30	___	___
	Choices/Savings Lives	___:30	___	___
American Academy of Dermatology	Golf	___:60	___	___
	Golf	___:30	___	___
	Golf	___:15	___	___
	Born	___:60	___	___
	Born	___:30	___	___
	Born	___:15	___	___

Methodology by medium

- Cable TV
 - Nielsen does not monitor
 - Bounce-back cards
 - Affidavits



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PSAs
Radio

Dear Public Service Director:
Please take a moment to complete the following information. It will help us determine the kinds of PSAs you want to resolve in the future and ensure we will send you the correct format. Thank you for your cooperation and support.

Would you like to download digital files from a site? ☐ Yes ☐ No

Have digital files emailed to you? ☐ Yes ☐ No

Email address: _____

File format is Mpeg 4 - If you cannot use Mpeg 4 files, what format do you need? _____

Title:	# Times Per Week Aired	# Weeks Aired
"Twilight" 30	1-3 4-8 7-9 10-12 16+	1-3 4-8 7-9 10-12 16+
"Twilight" 30	1-3 4-8 7-9 10-12 16+	1-3 4-8 7-9 10-12 16+

Name: _____

Call Letters: _____

Telephone: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip: _____

AAOS
AMERICAN ACADEMY OF
ORTHOPAEDIC SURGEONS

Methodology by medium

- Radio
 - Nielsen limited monitoring
 - Bounce-back cards
 - Non-redundant reporting



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BRINGING HAPPINESS TO
FAMILIES ONE SMILE AT A TIME
Operation Smile Changes Lives
Around the World



Broadcast TV

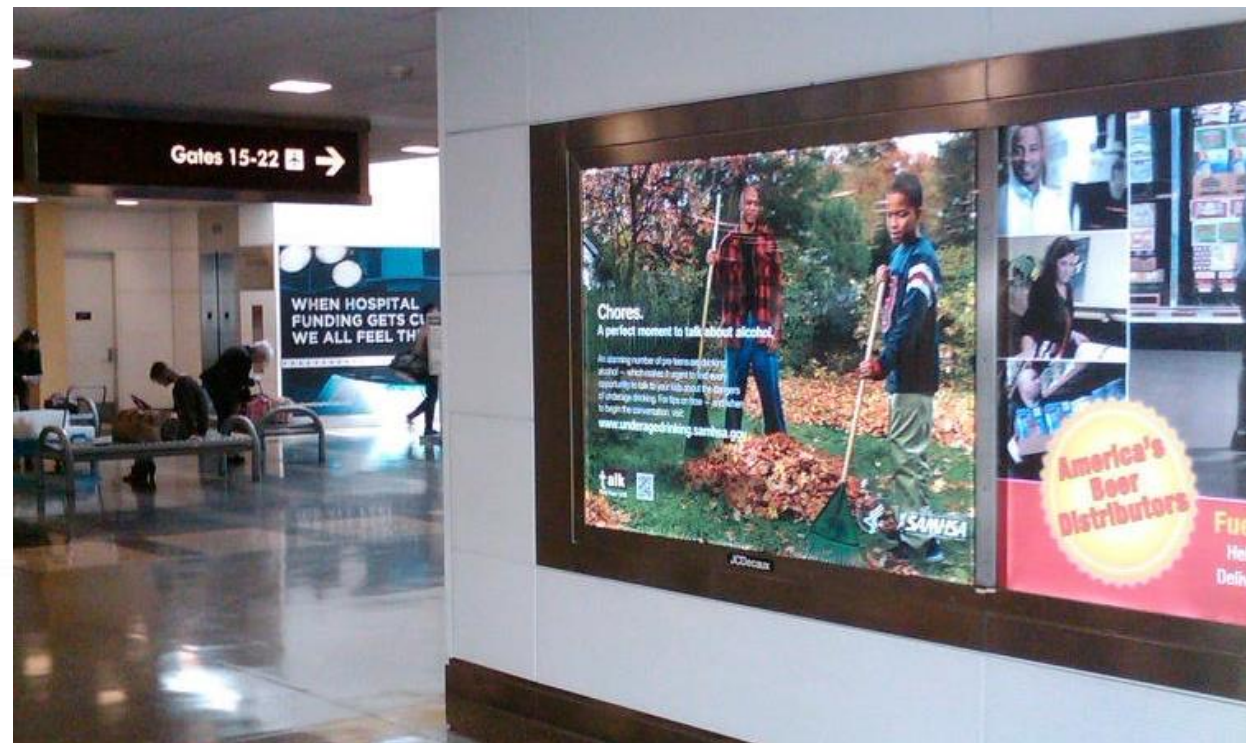
- Promotion
 - Post on NAB Spot Center
 - Post on PSA Digital
 - Storyboard/newsletter
 - Blast emails
- Network outreach



PSA Evaluation

Methodology by medium

- Outdoor
 - Data from outdoor companies
 - Proof of performance photos



PSA Evaluation



The screenshot shows the Goodwill Communications client portal. At the top is a dark blue header with the Goodwill Communications logo (a stylized white figure with arms raised) and the text "GOODWILL COMMUNICATIONS" in orange and white. Below the header is a login section with "User Name:" and "Password:" labels followed by input fields. Underneath is a navigation bar with "Active Campaigns" and "Archived Campaigns" tabs. Below the navigation bar is a dropdown menu. To the left of the main content area is a sidebar with a "Usage/Airings" tab. Below the tab is a list of icons and labels: "CablePak" (television icon), "Executive Summary" (person icon), "OutOfHome" (billboard icon), "Print" (printer icon), "Radio" (radio tower icon), and "TV" (television icon).

Reporting procedures

- Client portal access
 - Goodwillcommunications.com
 - Enter user name and password
 - Select title of campaign to view

PSA Evaluation



Report types

- Executive summary
 - Campaign snapshot
 - Data refreshed weekly
 - Auto-emailed to clients

Executive Summary Report

AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

	STATES	CITIES	DMAS	STNS/PUBS	PLAYS	VALUE	GROSS IMP.
SIGMA USAGE (TV)	50	195	146	362	20837	7612563	847072567
BRC-TV	12	17	15	17	2483	1807203	0
CABLEPAK	20	37	28	38	7528	529770	920233
TOTAL TV	50	232	189	407	30848	9949536	847992800
RADIO BRC USAGE	42	125	91	191	21449	831008	1137756
TOTAL RADIO	42	125	91	191	21449	831008	1137756
TOTAL PRINT	30	112	-1	148	1328	797688	14984357
TOTAL OOH	17	74	26	76	135	815502	373193173
GRAND TOTAL	50	330	182	822	53760	12393734	1237308086



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Report types

- National TV network report
 - Isolates network usage
 - Validates network outreach



PSA Evaluation

TV Reports

- ✦ Network Usage Report
- ✦ Sigma Only Summary
- ✦ Sigma Current Month and YTD
- ✦ Sigma Usage by Day Part
- ✦ Sigma Usage By Station
- ✦ Sigma Usage By Title
- ✦ TV BRC Summary
- ✦ TV BRC Usage By Station
- ✦ TV BRC Usage By Title
- ✦ TV State Summary
- ✦ Usage Map By State

Report types

- Broadcast TV
 - Most dominant medium
 - 11 different reports



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Report types

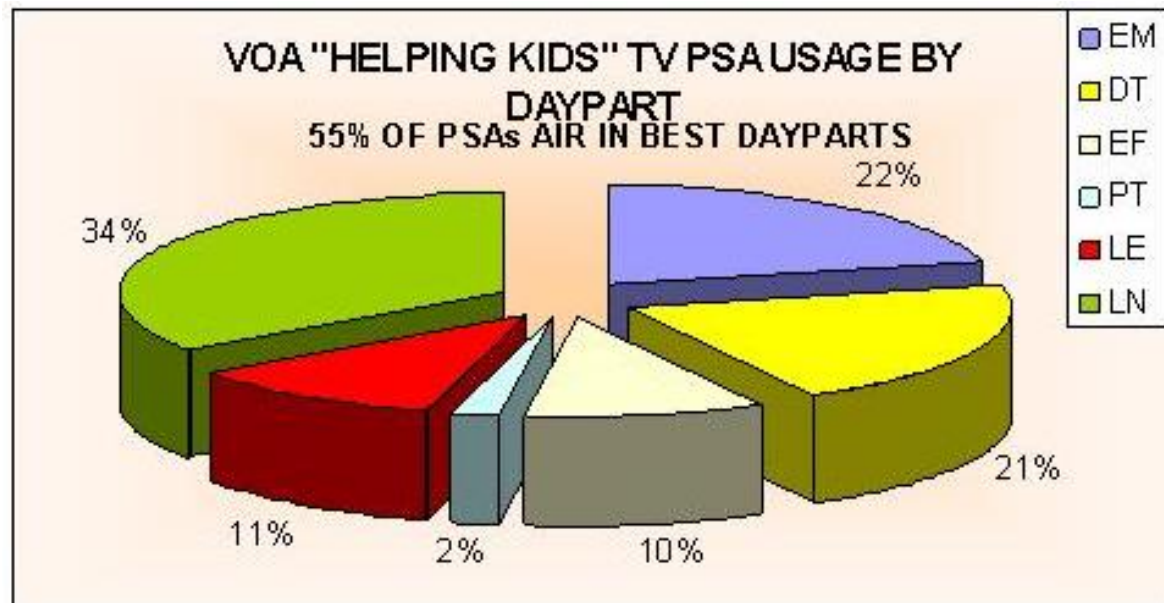
- Broadcast TV
 - SIGMA local station report

Sigma Usage by Station

TOTAL PLAYS & GROSS IMPRESSIONS BY STATIONS

DMA RANK	STN	AFF	CITY	ST	SPOTS					TOTAL PLAYS	TOTAL VALUES	GROSS IMP.
					10	15	20	30	60			
202	KJNP	IND	North Pole	AK	0	27	0	21	1	49	4782	35665
45	HTTO	IND	Birmingham	AL	0	108	0	71	2	181	9546	415938
100	KMYA	MET	Fort Smith	AR	0	0	0	42	481	523	104416	1942557
12	QFPH	IND	Flagstaff	AZ	0	102	0	69	2	173	11780	1883934
70	OUBE		Tucson	AZ	0	108	0	72	2	182	9491	574028

PSA Evaluation



Report types

- Broadcast TV
 - SIGMA daypart report

Sigma Day Part

DMA RANK	STN	AFF	CITY	ST	SPOTS	Media Value					
						EM	DT	EF	PT	LE	LN
202	KJNP	IND	North Pole	AK	49	0	0	3603	1179	0	0
45	HTTO	IND	Birmingham	AL	181	0	9546	0	0	0	0
100	KMYA	MET	Fort Smith	AR	523	37648	18512	12688	8216	14768	12584
12	QFPH	IND	Flagstaff	AZ	173	7695	4085	0	0	0	0
70	OUEV		Tucson	AZ	182	6242	3249	0	0	0	0
6	KTSF	IND	Brisbane	CA	274	6695	17875	12935	0	2145	2600

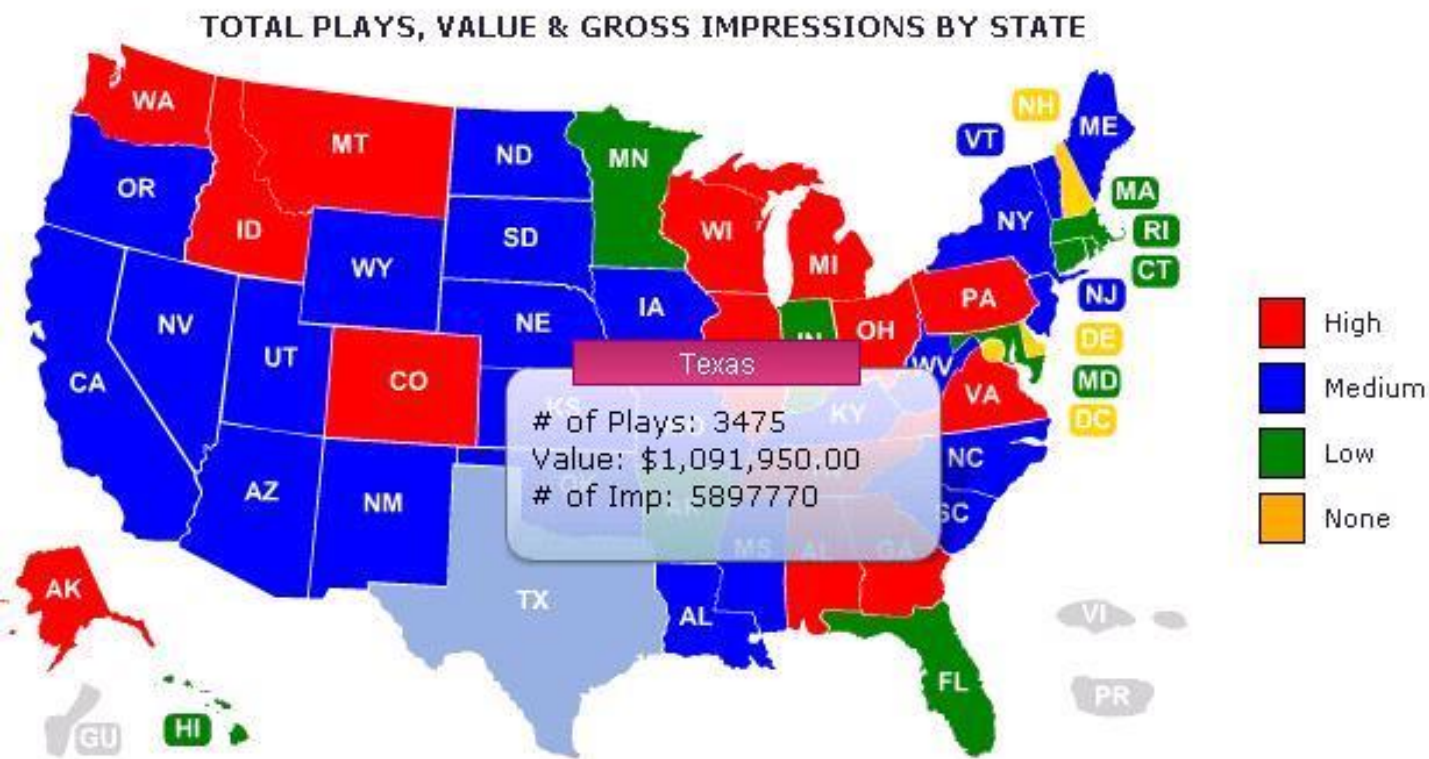
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Report types

- Demographic report
 - Teens 12-17
 - Adults 18+
 - Adults 25-54
 - Adults 55+

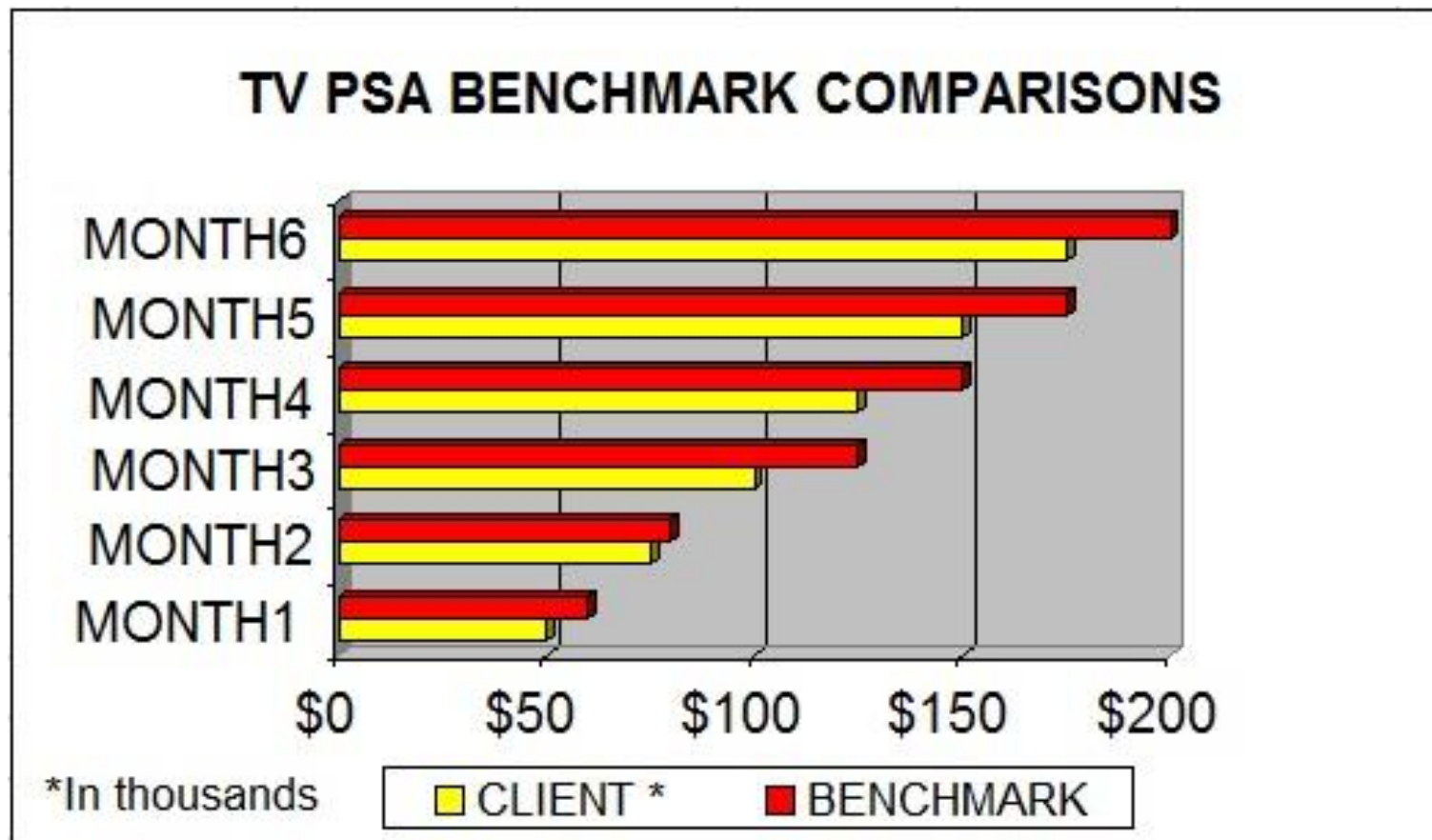
PSA Evaluation



Report types

- Geographic coverage
 - Exposure by state
 - By level of usage

PSA Evaluation



Report types

- Benchmark report
 - Client vs standard

PSA Evaluation

PSA PARAMETERS OF PERFORMANCE

Client Value Compared to Benchmark

TV Network vs Overall Usage

Usage by TV Daypart

Usage by Spot Length

Usage by DMA (Market Size)

Usage by Demographics (6 Subsets)

Usage by Media Type

Response Tracking (Website visitations/Phone calls)

Geographic Tracking (Mapping)

Usage by Chapters

Usage by Radio Format (Types of Audiences Reached)

Usage by Specific Types of OOH venues (Airports, Malls, Transit, Billboards)

Gross Impressions Generated

Report types

- Key trends analysis
 - 14 parameters



PSA Evaluation



Merchandising data

- Non-profit board
- Donors
- Media
- Senior staff

“Evaluation itself is a meaningless exercise...it is what you do with the data that matters.”

Bill Goodwill



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