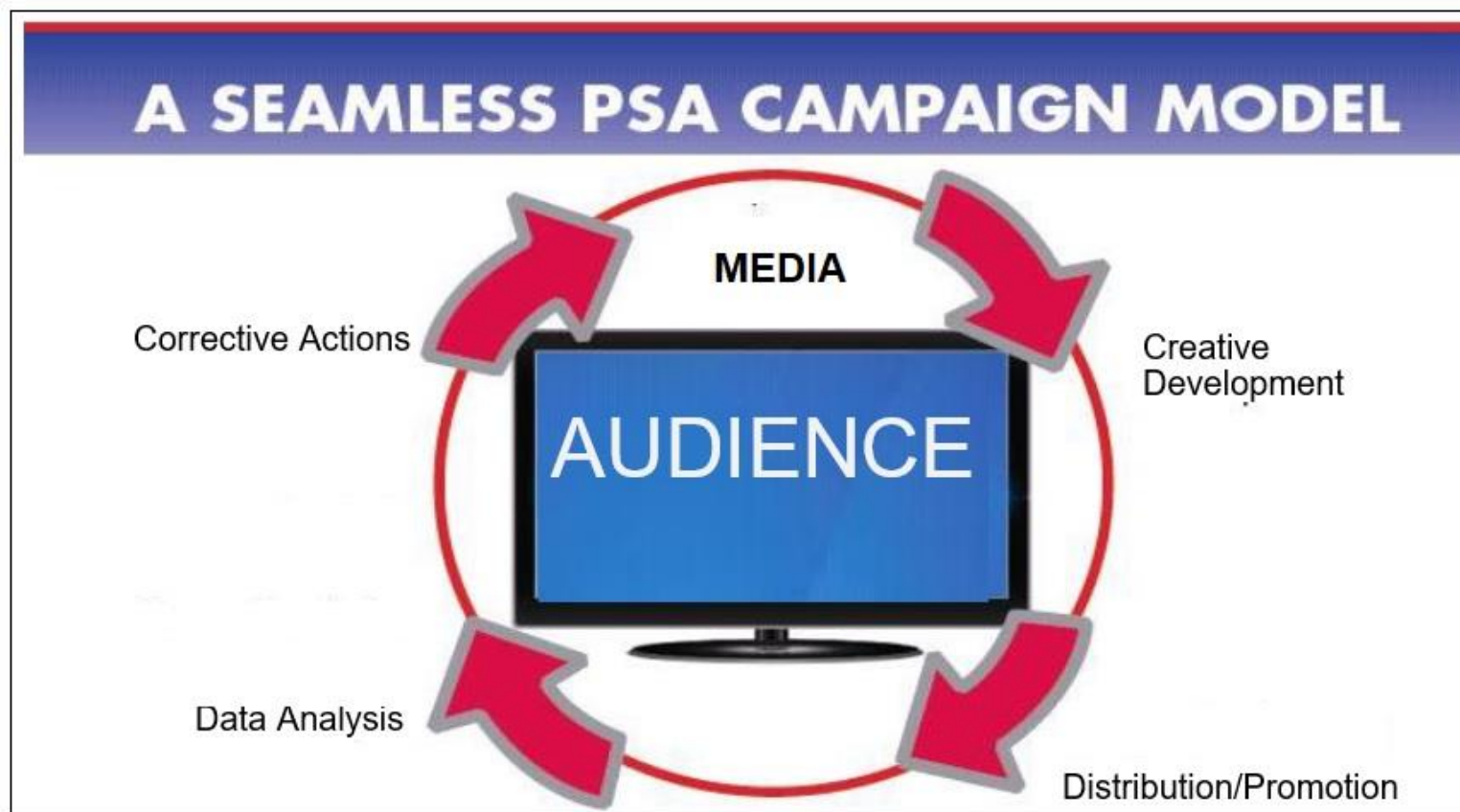


Steps for More Effective PSA Campaigns



GOODWILL
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PSA Distribution/Packaging/Evaluation

Steps for More Effective PSA Campaigns



Develop a seamless campaign

Steps for More Effective PSA Campaigns

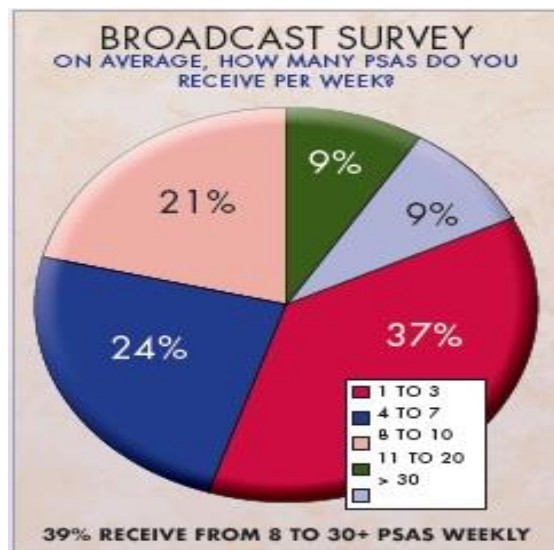


Create a Strategic Plan

- Conduct pre-campaign research
 - Define social problem
 - Understand audience/demographics
- Share research with your campaign team
 - Include your distributor
 - Define campaign objectives
- Generate response
 - Create general awareness
 - Change attitudes/behavior



Steps for More Effective PSA Campaigns



Hire an Experienced Producer

- Commercial ads and PSAs are different
- Should have PSA experience
- Must understand the media mindset
 - Competition for time is intense
 - PSAs: no station revenue
 - Production must be **PERFECT!**



You don't understand my job.
You don't try to engage my station in your cause.
You don't understand what matters to my station.
You don't try to make me look good to my general manager.
You don't visit me.
You don't thank me when I use your PSAs.
Now what is it you want me to do for you?



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Develop comprehensive media plan

- Target all mass media
 - Each performs differently
 - Creates synergy
 - Include social and place-based media
- Be inclusive
 - Target minorities
- Include timing and budget



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Steps for More Effective PSA Campaigns



Be Broadcast Ready

- Know what the media needs
 - HD files
 - Different spot lengths
 - Quality criteria
- Pre-distribution checklist
 - Closed captioned
 - SpotTrac encoded
 - AD ID coded
- Create download platform

PSA Digital

[View All PSA Clients](#)

4-H COUNCIL
4-H is America's largest youth development organization—empowering nearly six million young people across the U.S. with the skills to lead for a lifetime in four important program areas: Science, Citizenship, Healthy Living and Mentoring.

- Science programs provide 4-H youth the opportunity to learn about Science, Technology, Engineering and Math (STEM) through fun, hands-on activities and projects.

PSA Digital x 4-H COUNCIL Campaigns

Current PSA Campaigns for 4-H COUNCIL

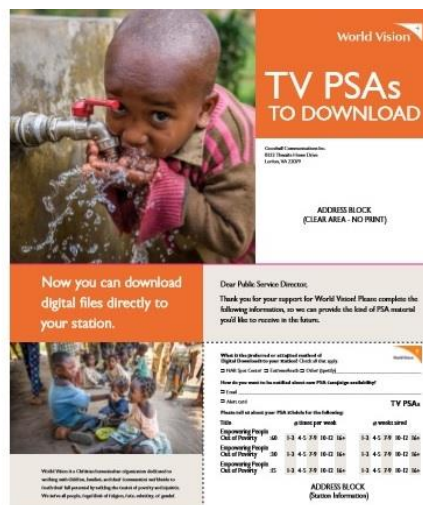
4-H LOVE. MOM
Our latest Inspire Kids to Do Campaign gives kids more opportunities to do and helps grow leaders ready to navigate life and career. This movement will bolster the path for 4-H to empower 10 million true leaders, youth who navigate life challenges, pursue passions and contribute to the world around them by 2025.

[View all available Downloads](#)

NEED US
The goal of the Grow True Leaders campaign is to prepare 10 million True Leaders by 2025. The campaign will include an ongoing national consumer and employee engagement effort with youth rallies comprised of celebrities, influencers, corporate partners, 4-H alumni and the general public. The campaign is focusing on moms with kids ages 6-17 years old. PSAs have been sent to 1,000 local TV broadcast stations, all major national TV networks and 3,500 radio stations.

[View all available Downloads](#)

Steps for More Effective PSA Campaigns



Left: TV PSA blast email. Above: TV PSA alert card.

Promote! Promote! Promote!

- Must let media know where to access
 - Blast emails
 - Hard copy mailers
- Include collateral material
 - Traffic instructions
 - Storyboards
 - Newsletters or Campaign Summaries
- Engage your field network
 - Webinars

TV PSAs Traffic Instructions

TO: Traffic Directors
 FROM: Volunteers of America
 DATE: November 15, 2017
 SUBJECT: TV PSAs
 MESSAGE:

We have just sent the digital files below. These are TV PSAs from Volunteers of America. Please forward these files to your public service or community affairs director.

THESE PSAs ARE EVERGREEN

Code	Ad Title	Language	Length	Advertiser
VYVA0038000H	Difference Makers	English	:60	Volunteers of America
VYVA0036000H	Difference Makers	English	:30	Volunteers of America
VYVA0037000H	Difference Makers	English	:15	Volunteers of America

Steps for More Effective PSA Campaigns



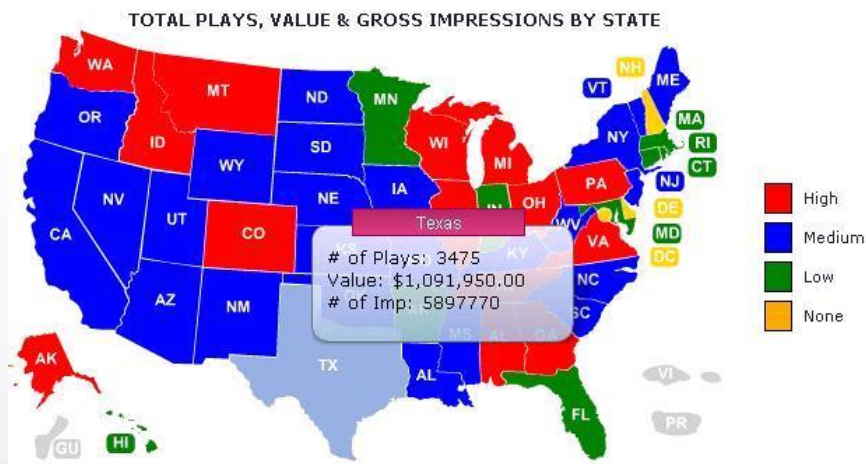
Create distribution plan

- TV/radio
 - Include networks
 - Use Extreme Reach
 - Use NAB
 - Use our PSA Digital platform
- Include out-of-home
 - Billboards
 - Transit media
 - Retail signage



Steps for More Effective PSA Campaigns

PSA Usage Trends



Evaluate your campaign performance

- Analyze ongoing progress
 - End game changes are useless
 - Study areas of exposure shortfall
 - Take action
- Evaluation actions
 - Network outreach
 - Blast emails
 - Train local outreach staff

Steps for More Effective PSA Campaigns



Merchandise evaluation data

- Share PSA usage with stakeholders
 - Executive staff
 - Board members
 - The media
- Steps to sustain future usage
 - Show media appreciation
 - Create PSA committee with media participation
 - Send letters/present plaques