

A PSA AUDIT: VALIDATING YOUR SUCCESS Why Does it Matter?

Background

Goodwill Communications has been distributing national PSA campaigns for over three decades, and during that time we have seen PSAs that were not well conceived; we have seen some that should not have been produced in the first place; and we have seen many that overlook some of the basic rules governing PSA attainment in all media.

These campaigns are expensive; many can cost a non-profit hundreds of thousands of your donor dollars, so the central question is: ***Does your PSA program meet your organizational objectives, and how do you know?***



In the latest series of articles to inform and educate our associates in the field of public service advertising, in this article we are going to address:

- **What is a PSA Audit?**
- **Why does it matter?**
- **What are the mechanics?**

The PSA Audit

Most of us get so wrapped up in our daily jobs that we are on auto pilot – management wants some stats for the board to prove the PSA program they approved is working, and as long as you feed them some data, they are happy. We want to take this to another level, which is why we conceived the concept of a PSA Audit,TM which poses four underlying questions:

- (1) How well is your PSA program performing?
- (2) How does your campaign compare to a standard?
- (3) Does your PSA program support your critical mission?
- (4) What is your PSA ROI?

- **Your PSA Program Performance**

There are at least a dozen different ways to demonstrate if your campaign is performing well, and rather than to detail them all here, you can go to the article posted to our website entitled: *How You Can Use Evaluation Data to Fine Tune Your PSA Program* at: <http://www.psaresearch.com/bib4401.html>

This article outlines what we call our *PSA Parameters of Performance*,™ which is the essence of a PSA Audit.

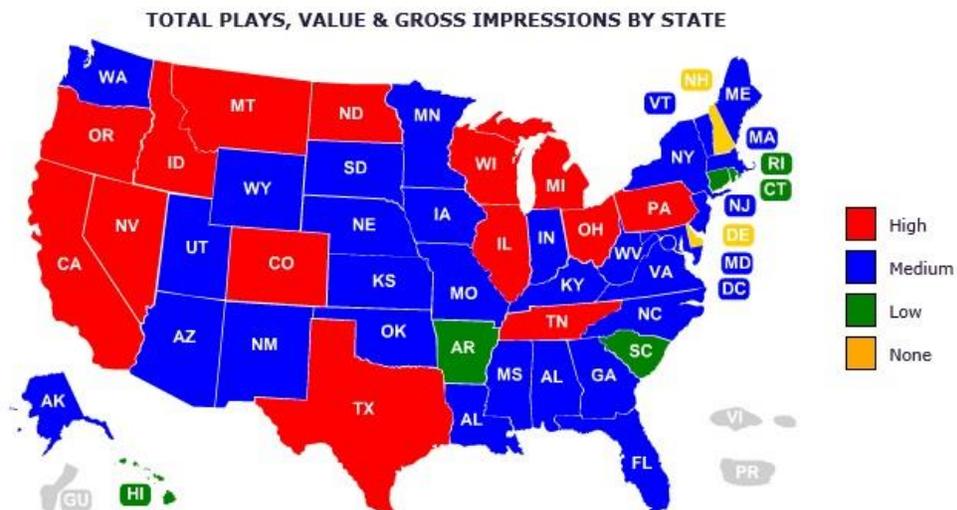
- **Establishing a Standard**

Perhaps the most frequently asked question that our clients pose to us, is: “how are we doing?” To answer the question objectively, we developed three unique reports, which include:

- **An Interactive Map Report**

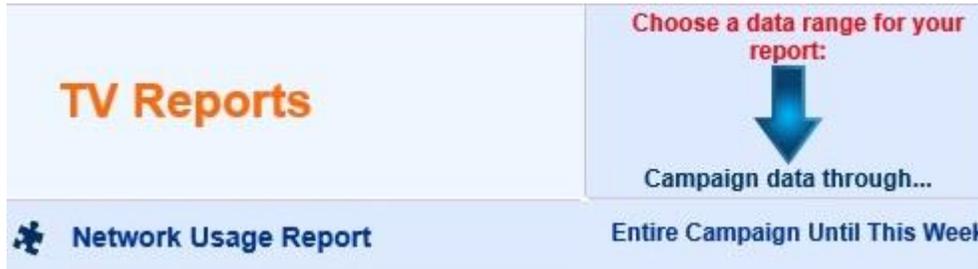
This report graphically shows PSA usage in every state by four different levels of usage. This makes it easy to see where you are getting various levels of exposure and helps guide you in your follow-up efforts.

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, Mall: Transit, Billboards)	
Gross Impressions Generated	



- **A National TV Network Report**

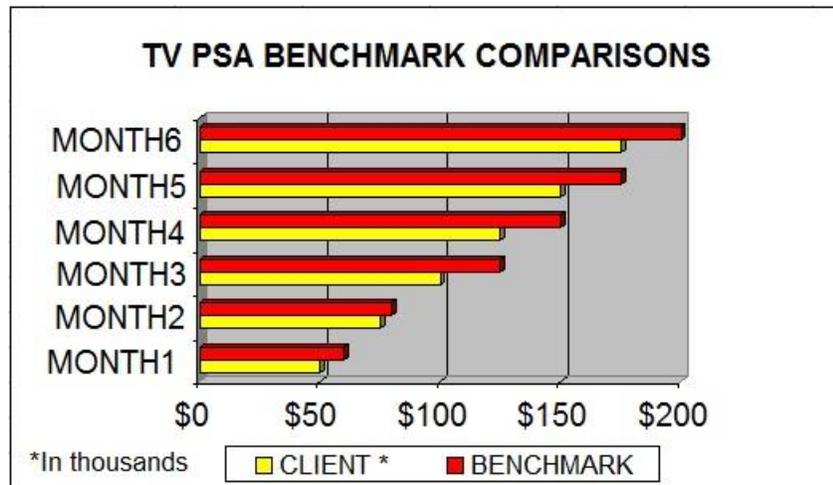
Since we do personal outreach to 153 national TV networks, we want clients to know the value of this exercise, so we create a separate network report that shows where your PSAs are airing nationally.



- **Benchmark Report**

Perhaps the most important report of all is what we call our *Benchmark Report*, which compares any client campaign to a variable standard, which changes by month during the evaluation process.

This report compiles an average from all our client campaigns from 2010 (when stations migrated to Hi-Def) to the present, and compares the client's campaign to the standard. Why is this important? Simple. If you wait until the end of the campaign to determine your success as measured against an objective standard, it is too late to affect the outcome.



Supporting Your Critical Mission

Only you, the non-profit manager, knows what your critical mission is, but you should know if your PSA campaign is supporting it or not. On the home page of our website at: www.goodwillcommunications.com, we provide 12 different case histories to show how PSAs can be used to meet your critical mission.

Return On Investment

Surely, one of the things your management is going to want to know is: “what was our return on investment?” This is a very easy number to calculate, but there is no standard to determine if you are above or below the norm. It is calculated by dividing your PSA values by the cost (both production and distribution) and arriving at an ROI.

Typically this number will be 100+ to 1, meaning, that for every dollar invested in your PSA program, you received \$100+ in value. The case history at the following link gives you some guidance on how you can treat PSA values to help your fund raising efforts: http://www.goodwillcommunications.com/Fund_Raising.aspx.

Recommendations for Improvement

Finally, and perhaps the most important aspect of our PSA Audit, is our recommendations for how you can improve your PSA program, based on what we learned from the PSA Audit.

What does this process cost? Zip...nada, nyente....in other words nothing. We are willing to do a very thorough analysis of your PSA program at no cost whatsoever to your non-profit. Too good to be true? Not really, because we want you to use your donor dollars intelligently, so that you can achieve your organizational objectives. Perhaps more importantly, we share your passion for making our world a better place.

About the author: Bill Goodwill designed the first evaluation software for PSA campaigns in 1983, and since that time he has written and lectured extensively about the importance of PSA evaluation.