The 5 P’s of PSAs

- Planning
- Promotion
- Placement
- Performance
- Professionalism
The 5 P’s of PSAs

Defining the Terms

What are PSAs?

- Brief messages filling unsold time/space
- Only not-for-profit qualify
- No commercial plugs
- Must be in the spirit of public service
- Should avoid controversial topics
- Note: there is no law saying PSAs must be used!
The 5 P’s of PSAs/Planning

Develop a Formal Plan

- Define campaign goals/scope
- Create a Budget for:
  - Production/creative approach
  - Promotion/Distribution
  - Community partner engagement
  - Evaluation
- Establish a Timeline
The 5 P’s of PSAs/Planning

 dévelop a Formal Plan

- Define campaign goals/scope
- Create a Budget for:
  - Production/creative approach
  - Promotion/Distribution
  - Community partner engagement
  - Evaluation
- Establish a Timeline
The 5 P’s of PSAs/Planning

Factors Affecting Usage

- Competition from other non-profits
- Format flexibility
- Awareness of the issue
- Relevance of message
- Production quality
- Promotional efforts
The 5 P’s of PSAs/Planning

Do Pre-Campaign Research

- Define stakeholders
  - External audiences/media/internal
- Understand media mindset
  - Local trumps national
  - The less she knows the harder it is for you to sell her

I don’t know your non-profit or its mission
I don’t know your local representative
I don’t know who you are trying to help
I don’t know how you can make a difference
I don’t know what your PSA is about
I don’t know why I should air your PSA
I don’t know how my station will benefit

Now....how much airtime did you say you wanted me to give you?

Moral: You need to understand the media mindset and sell them on the importance of your issue.
The 5 P’s of PSAs/Planning

Production tips:

- **TV**
  - Provide message flexibility (:60/:30/:15)
  - Avoid “talking heads”

- **Radio**
  - Great voice and sound effects
  - Consider different formats

- **Outdoor**
  - Great visual, very brief copy
The 5 P’s of PSAs

Planning

Hire Experienced Producers

Carefully consider celebrities

Avoid controversy/politics

Include a call to action

Think multi-media

Target minority audiences

So, you want (your spokesperson) to be famous?

PR TECHNIQUE CELEBRITY SPOKESPEOPLE

Hire Experienced Producers

Carefully consider celebrities

Avoid controversy/politics

Include a call to action

Think multi-media

Target minority audiences

While common wisdom says that celebrity spokespeople are the best way to get your message across, it is important to choose the right spokesperson. Here are some tips to help you make the right decision:

1. Hire Experienced Producers
   - Hiring experienced producers can help you achieve your goals. A good producer can provide valuable insights and help you navigate the production process.

2. Consider Celebrities
   - Celebrities can help you reach a wider audience. However, it is important to choose the right celebrity. Consider factors such as their relevance to your cause and their existing audience.

3. Avoid Controversy/Politics
   - Avoid choosing a spokesperson who is involved in controversial or political issues. This can distract from your message and risk alienating your audience.

4. Include a Call to Action
   - Make sure your spokesperson includes a call to action. This can help your message stand out and encourage your audience to take action.

5. Think Multi-Media
   - Consider using multi-media to reach your audience. This can include social media, video, and traditional media.

6. Target Minority Audiences
   - Make sure to target minority audiences. This can help you reach a wider audience and make your message more effective.

By following these tips, you can choose the right spokesperson and increase the effectiveness of your message.
The 5 P’s of PSAs

**Planning**

- **Avoid controversy**
  - This campaign launched the same day as the “Starr Report” – would you use it?
The 5 P’s of PSAs/Planning

- **The Distribution Plan**
  - Scope
  - Media engagement tactics
  - Previous usage patterns
  - Key audience penetration
  - Community partner input
  - Delivery methods

PREVIOUS TV PSA USERS BY FREQUENCY
Nearly Half are Heavy Users
The 5 P’s of PSAs/Planning

The Distribution Plan

- National vs Local Distribution
  - Send PSAs to stations - not to field
  - The field should then follow up the mailing
The 5 P’s of PSAs

Planning

Explore New Media

- Internet
  - Social media sites
  - Banner ads
  - On-line videos
- Out-of-home
- Place-based media
The 5 P’s of PSAs/Promotion

Campaign Outreach

- Cultivate the networks
- Engage the media
  - Newsletters
  - Localize your issue via tags
- Seek collaborative relationships
  - Media co-branding
- Consider special event tie-in
The 5 P’s of PSAs/Promotion

Pre-Campaign Alerts

- Confirms digital files were sent
- Gives media a heads-up for scheduling
The 5 P’s of PSAs/Promotion

- Seek Collaborative Relationships
- Get NAB support
- Seek co-branding
The 5 P’s of PSAs/Promotion

- **Involve Community Partners**
  - Send PSA kits to the field
  - Tag materials

- **Share reports with field**
  - Distribution lists
  - Evaluation reports
The 5 P’s of PSAs/Promotion

Client Reporting Portal

- Enter password/user name
- Select campaign name
- Select media type
- Select distribution or evaluation reports
The 5 P’s of PSAs/Placement

Placement Involves:
- SIGMA encoding
- Close captioning/tagging
- Replication (radio/outdoor)
- Design/production of collateral
- Packaging/fulfillment
- Distribution to media
The 5 P’s of PSAs/Placement

**Placement Involves:**

- Personal network outreach
- Postings to NAB Spot Center
- Postings to PSA Digital
The 5 P’s of PSAs/Placement

Broadcast TV packaging

- Storyboard/newsletter in .pdf format
- Traffic instructions

---

**TV PSA TRAFFIC INSTRUCTIONS**

**TO:** Traffic Directors  
**FROM:** Bright Focus Foundation  
**DATE:** XXXX  
**SUBJECT:** New TV PSA  
**MESSAGE:**

We have just sent digital files for a new TV PSA from the BrightFocus Foundation entitled: Make a Plan Today: Get Your Eyes Checked. Please forward the digital files to your public service or community affairs director. If you did not receive them, you can download broadcast quality files at: [http://www.goodwillcommunications.com/PsaCampaigns.aspx?cid=14](http://www.goodwillcommunications.com/PsaCampaigns.aspx?cid=14)

If you have any questions, please contact: Alice Kirkman, BrightFocus Foundation akirkman@brightfocus.org 301-556-9349
The 5 P’s of PSAs/Placement

- **Radio packaging**
  - Flex Mailer
    - Conforms to automated postal handling
    - CD with 5/c label
The 5 P’s of PSAs/Placement

❖ Consider Cost Effective Options
  ◆ CablePAK™
    • Shared-reel concept
    • Newsletter/client storyboards
The 5 P’s of PSAs/Performance

The PUBSANS Evaluation System

- Nielsen electronic TV monitoring
- Electronic audio tracking
- Affidavits/BRCs
The 5 P’s of PSAs/Performance

Evaluation Objectives:

- Generate actionable data
- Increase usage
- Identify weaknesses
- Validate program strengths
- Convert non-users
- Sustain future funding
The 5 P’s of PSAs/Performance

**Evaluation Reports**

- Management summary
- Station/market usage
- Usage by daypart/length
- Estimated value
- Network report
- Interactive map
- Exportable to Excel
The 5 P’s of PSAs/Performance

- Mission Support
  - Fund raising
  - Return on investment
  - Generate media support
  - Encourage public response
  - Greater public awareness
  - Promote special events
The 5 P’s of PSAs/Professionalism

Keeping you current

- GoodNews newsletter
- Webinars
- PSA Research Center
- Workshops
- Blog
- White papers
The 5 P’s of PSAs/Take-Away

- Make a Plan
- Promote your campaign
- Develop strategic Placement
- Assess campaign Performance
- Employ Professional practices