

GOOD news

1ST QUARTER
2020

A NEWSLETTER ON TOPICAL SOCIAL ISSUES

THE NEW PSA RESEARCH CENTER GOES LIVE



Welcome to the Public Service Advertising Research Center, an online information library dedicated to all forms of social issues marketing, brought to you by Goodwill Communications.



We created the PSA Research Center over 25 years ago because there were no books devoted to the “science” of public service advertising. There was very meager information on how to create, distribute and evaluate a successful PSA campaign. It served the public well for the past two decades but, so much has changed in the PSA world that it was time for a makeover.

Like most contemporary websites, we wanted to give the site a modern, clean look. Additionally we:

- Updated over 110 articles with attractive photos and graphics
- Updated 22 case histories
- Deleted old content, unless historically significant, replacing it with new content

To see the new site, go to:

PSAResearch.com

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- **New PSA Campaigns**
- **Steps for Effective PSAs**
- **Updated Case Histories**



NEW CAMPAIGNS DISTRIBUTED

SOCIAL SECURITY PHONE FRAUD CAMPAIGN



The Social Security Administration has launched a new campaign to warn the public about telephone scammers. These online thieves pretend to be government employees and claim there is identity theft or another problem with one's Social Security number, account, or benefits.

This campaign, which we distributed to 2,000 TV stations and networks, as well as 10,000 radio stations in early January, tells the public what to do if they receive a call or email believed to be suspicious.

Scam Awareness PSAs Available Now



Andrew Saul, SSA Commissioner



Securing today
and tomorrow

HRSA ORGAN DONATION

With more than 114,000 men, women, and children on the national transplant waiting list, the need for more organ donors is great. An average of 20 people die each day waiting for an organ transplant.

The latest PSA campaign from the Health Resources & Services Administration titled "Good in You" (:60/:30) for TV and radio stations, encourages people to donate their organs, which can save up to eight lives.



NEW CAMPAIGNS DISTRIBUTED



DAV'S NEW VICTORY CAMPAIGN

The latest DAV PSA campaign titled *Victories* describes how DAV provides a lifetime of support to veterans of every generation – helping more than a million veterans each year, all at no cost to the veteran. In :60/:30/:15 lengths, they are real stories told by real veterans who achieve real victories. They were distributed to 12,000 TV and radio stations throughout the country.



STEPS FOR EFFECTIVE PSAs

We have created a new Powerpoint presentation with the above title that:

- Includes a graphic on what a seamless PSA campaign model looks like and provides tips on how to create a strategic plan
- Tells why you should hire an experienced PSA Producer
- Shows the steps required for developing a media plan and what you need to do to make your PSA broadcast ready
- Provides tips and background on the importance of promotion in the new era of digital distribution
- Illustrates key components of a comprehensive distribution plan
- Gives brief tips on the importance of campaign evaluation and how to merchandise evaluation data

To view or download the presentation, [Click Here](#)

Steps for More Effective PSA Campaigns

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

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

UPDATED CASE HISTORIES

We have recently updated the 20 case histories on our corporate website at: www.goodwillcommunications.com/our-work/. Each of the case histories offers a different take-away as it pertains to the efficacy of PSA campaigns. For example:

- How PSAs can be used to promote a special event, either locally or nationally
- Using PSAs to support specific educational issues
- How campaigns can be used to teach our youth to become community leaders
- How PSAs can keep our kids safe and healthy
- Using PSAs to increase public awareness of a specific issue
- Using PSAs to connect with local political officials and community outreach staff
- How PSAs can be used to support recruiting on behalf of the U.S. military and non-profits

For any organization considering a PSA campaign, it is important to understand how to craft their message to achieve the intended communications objectives. These cases demonstrate how others have done it, which can be very useful.

