



HELPING YOU CONNECT WITH YOUR KEY AUDIENCES

USING STRATEGY TO GENERATE MEDIA SUPPORT

Public Service Advertising Should be Part of Your Plan

As a non-profit executive, you must grapple with ways to increase your donor base, recruit volunteers, and educate your key audiences about your organizational issues. Launching a strategic public service advertising campaign is one way to accomplish all three of these goals.

PSA Advantages

Competition for donated media time and space is getting more intense, but there are positive trends which benefit non-profits if they know how to navigate the PSA environment. These include:

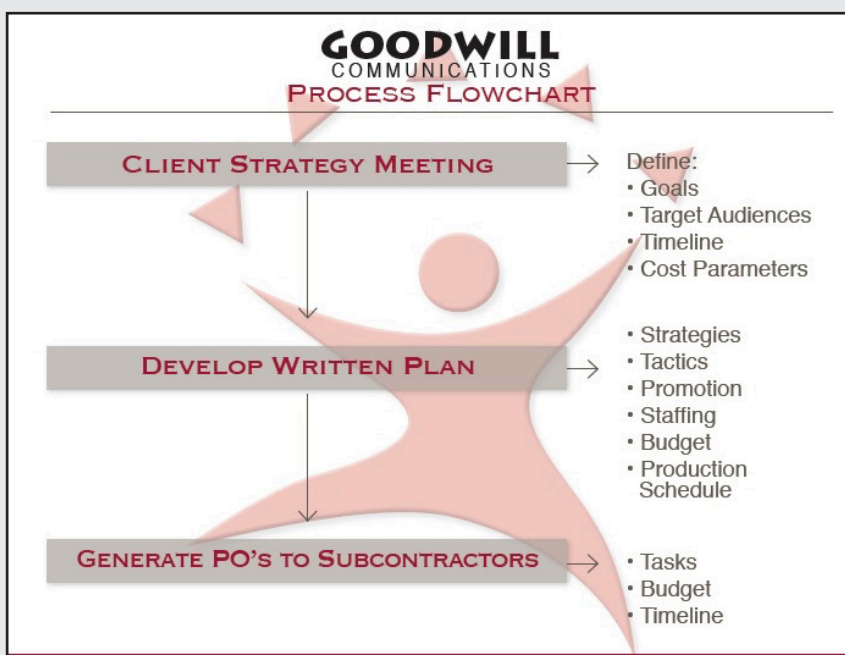
- Donated media
• Use of existing content
• Geotargeting with outdoor advertising
• Evaluation/Performance data to support investment

There are several factors which favor public service advertising over other marketing tactics your non-profit might deploy:

- Around the clock programming means unsold inventory which is often filled with PSAs
• Outdoor advertising companies don't want blank boards because they lose their sales leverage
• New and evolving media platforms provide placement opportunities for PSAs

Typically broadcast TV provides greater PSA values than other media. Data from our Public Service Advertising Analysis System indicates that 1,091 or 76% of all U.S. TV stations regularly use national PSAs.

However, these results can only be achieved if you do everything right. Media outlets are becoming more demanding about the types of PSAs they use, and you need to have a solid plan to get exposure for your issue. This graphic shows an overview of our PSA planning process.



To read an article that discusses this subject in greater detail go to: PSA Strategy.

