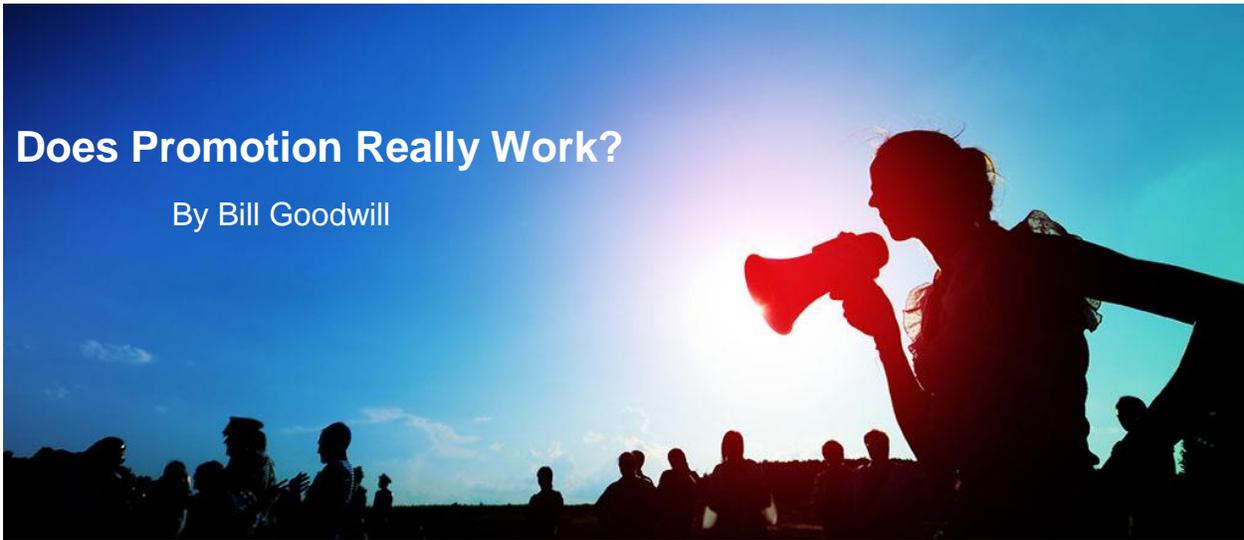


# Does Promotion Really Work?

By Bill Goodwill



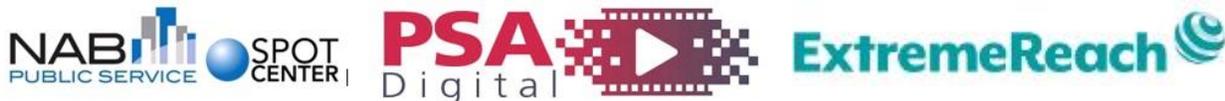
## Why Promotion is Important in the Digital Broadcasting Age

When we prepare cost estimates for PSA distribution – TV in particular – there is a line item listed as “Promotion,” and then a description of the tactics we use to promote our client campaigns. While it is a modest cost in the total scheme of things, clients typically ask “why do I need to do these things – what does promotion do for my campaign?”

There are at least four reasons for campaign promotion, and especially broadcast TV, which typically accounts for 70-80% of all PSA values and exposure.

- To let the media know where they can download client PSAs in a digital distribution era
- To educate and engage the TV public service director in your issue
- To gain a competitive edge over other non-profits seeking airtime
- It delivers quantifiable results

## Promoting Digital Platforms



Now that all TV PSAs are distributed to stations and networks via digital platforms, it is absolutely necessary to inform the media about where PSAs can be downloaded. One of the first steps when distributing a new campaign is to post the client digital files on three different platforms as shown by the logos above.

We use several different methods to let the media know how to download PSAs, including blast emails, direct mailers and personal outreach to networks.

HELP SUPPORT MORE VICTORIES FOR VETERANS  
MY VICTORY WAS LEARNING TO SWIM LIFE AGAIN. -CAMERON BUCKINGHAM  
IDAV

YOUR DIGITAL DOWNLOAD IS A CLICK AWAY  
You can instantly and easily download promotional content from our TV PSA file from any of these free sites:

AS AMERICA'S VETERANS FACE CHALLENGES, DAV IS THERE.  
As our veterans struggle to come to grips with the realities of the world, DAV joins the support of people like you. Our members are working hard to make sure that our veterans have the resources they need to succeed.

WHAT WE DO  
Since our DAV helps more than a million veterans of all generations, we have a lot of programs and services to help them. We have a lot of programs and services that we want to help you understand more about. We have a lot of programs and services that we want to help you understand more about.

OUR CAMPAIGN  
The "Victories" TV PSA campaign presents America's veterans as strong and capable individuals who are making a difference in the world. It highlights the resilience of our veterans, great and small.

World Vision  
TV PSAs TO DOWNLOAD

Now you can download digital files directly to your station

Download Link	Download Link
Download Link	Download Link
Download Link	Download Link
Download Link	Download Link

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

## Media Engagement

It is natural to think that the issue we are working on is the most important one in the world. However, if you were a public service director for a major TV station, your issue is just one of the hundreds they deal with in any given month.

The typical profile of a major market TV station is an African-American woman, working in a one person department, who is over worked and under paid.

In addition to dealing with hundreds of requests for PSA airtime, she has other station duties, and is inundated with calls from all over the country begging for airtime. And oh, did I mention that she works in a non-revenue producing department, which means management does not give her nearly the resources she needs to do her job well?

*"You don't understand my job.  
You don't engage my station in your issue.  
You don't understand what matters to my station.  
You don't 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 wanted to sell me?"*



**Equal Employment Opportunity Commission Campaign Storyboard.**

**TELEVISION PSA**

**Blow-up of Campaign Facts**

**"FREEDOM TO COMPETE" FACTS**

- The "Freedom to Compete" initiative is designed to ensure that all Americans have the freedom to compete in the workplace and achieve their fullest potential, without regard to race, color, religion, national origin, sex, age, or disability.
- Invisible barriers deny our workers the freedom to compete on a level playing field, to be judged on merit and not on reasons as irrelevant or immaterial as race or gender.

**How will communities benefit where PSAs are shown?**

- The PSAs will urge all employers to take an aggressive, proactive role in promoting workplace practices that free up workplace opportunities for the best and brightest human talent available.
- The PSAs will inspire employers and employees to embrace the freedoms available in America's workplaces.
- The stronger relationships developed between employers and employees will enhance economic stability, and therefore growth, in communities across the country.

**AGING WITH OPTIONS**

SEPTEMBER 2010

**News**

**Aging With Options Campaign**

**ENSURING ALL AMERICANS HAVE CHOICES ABOUT WHERE AND HOW THEY AGE**

**Responding to Critical Times**

**MEDIA PLAYS A CRITICAL ROLE IN HELPING THE LESS FORTUNATE**

As the newly appointed President and CEO of Volunteers of America, I am thrilled and honored to be assuming this humbling role with one of America's leading human service ministries. Our faith-based organization has been serving the most vulnerable...

Most people have an idealized view of aging. They imagine themselves bouncing their grandchild on their knee, taking up a new sport or hobby, or maybe traveling the world. Unfortunately, in many cases, life's realities set in and older Americans realize they may not have enough savings to do many of the things they had planned. More importantly, they also realize they do not have the money to deal with the medical care they may need down the road. It is no secret that later in life, many people start to develop a variety of chronic...

contrast to the commonly accepted view about aging that when an elderly loved one starts showing signs of dependency or weakness, the family caregivers must immediately consider moving them into a care facility like a nursing home. One of Volunteers of America's goals is to expand current in-home programs and services for seniors, and

**TALK ABOUT GETTING OLD WITH YOUR FAMILY. HAVE A CONVERSATION. FACE THE ISSUE.**

There are a variety of ways to inform, educate and engage the media in your issue, but given space limitations, we cannot address them all.

One of the most effective is to do a newsletter which tells the media why your issue is important, and why it deserves their consideration. These newsletters are sent to TV stations as a digital .pdf file and sent via Constant Contact to stations via email. We also send public service directors storyboards with facts on the campaign issue so they will understand the gravity of the problem we are promoting.

For some clients, if they have chapters or affiliates located around the country, we have done Webinars to brief them on how the campaign will be implemented and their role at the local level.

### A Competitive Edge

When I speak at PSA workshops, a frequent question is: how many TV PSAs does the typical broadcast TV station receive? It is interesting to note that almost everyone under-estimates the true numbers. As shown in this graph, 39% of all TV stations receive from 8-30+ PSAs monthly.

What this means is that the non-profit that does a better job of marketing and promoting their issue stands a better chance of getting their PSAs used. Others who do not understand the competition for scarce time, and do nothing to cut through the clutter, are not likely to get scarce airtime.

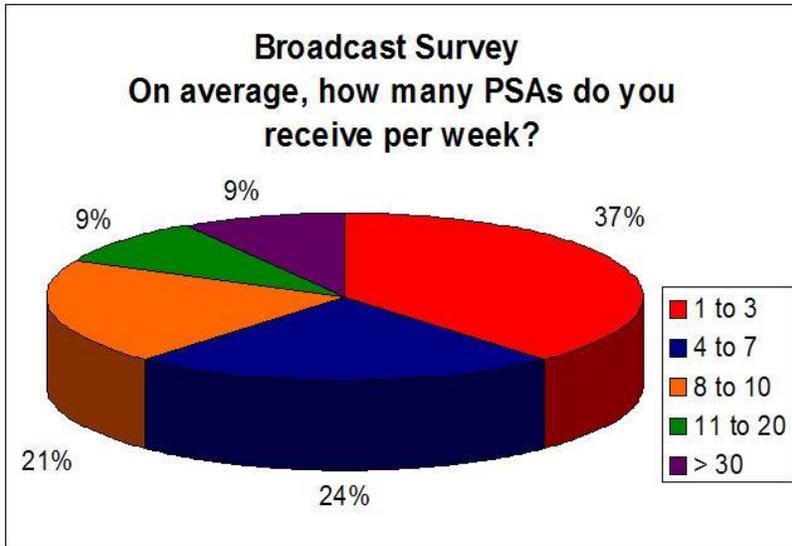
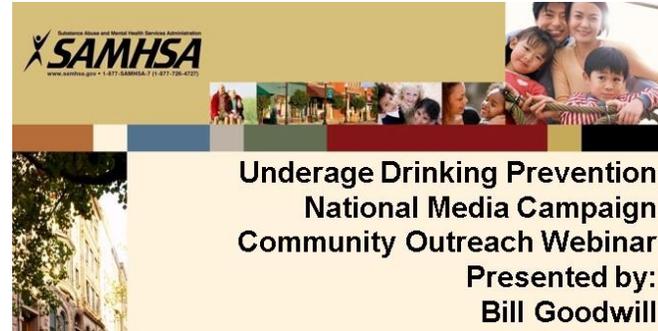
### Delivering Quantifiable Results

There are two fairly recent trends that have almost revolutionized the number of TV PSAs that get used, and the number of people who see them. The first was when TV stations migrated to digital broadcasting. As part of that technological shift, local TV stations were given up to six sub-channels which could be used to expand their programming. Many of them use this expanded capacity to air PSAs.

The second trend is the explosion in national cable networks, which have been created to meet very specific audience interests and lifestyles.



When you channel surf, you see TV programming catering to people who love to cook, history buffs, dog lovers, nature enthusiasts and everything in between. Numerically, the number of national TV networks to which we distribute our client PSAs, has grown to over 200.



Due to the reach and importance of these networks, three years ago we hired an outreach specialist, who contacts each of the networks to which our PSAs are distributed, and she sells them on the importance of our various client issues. This takes a very gifted and special person to do this day after day, but she has performed some miracles for our clients.

Since we were spending a lot of effort on network promotion, we created a separate network evaluation report to isolate network usage data from all other broadcast TV usage. This makes it very easy for clients to see the impact of our promotional activity and is a tool we can use to see which networks are actually using PSAs as compared to their verbal commitments.

For those which had committed, but are not using our PSAs, we call them back to gently nudge them to fulfill their verbal commitment. It is pick and shovel work, but it pays dividends, as shown by this graph which compares campaigns that had a network promotional component against those that did not.

We believe that PSA campaign promotion not only pays dividends; it is absolutely mandatory in the era of digital distribution and a highly competitive environment.

(Updated 7/19)

