

How To Distribute Your PSA

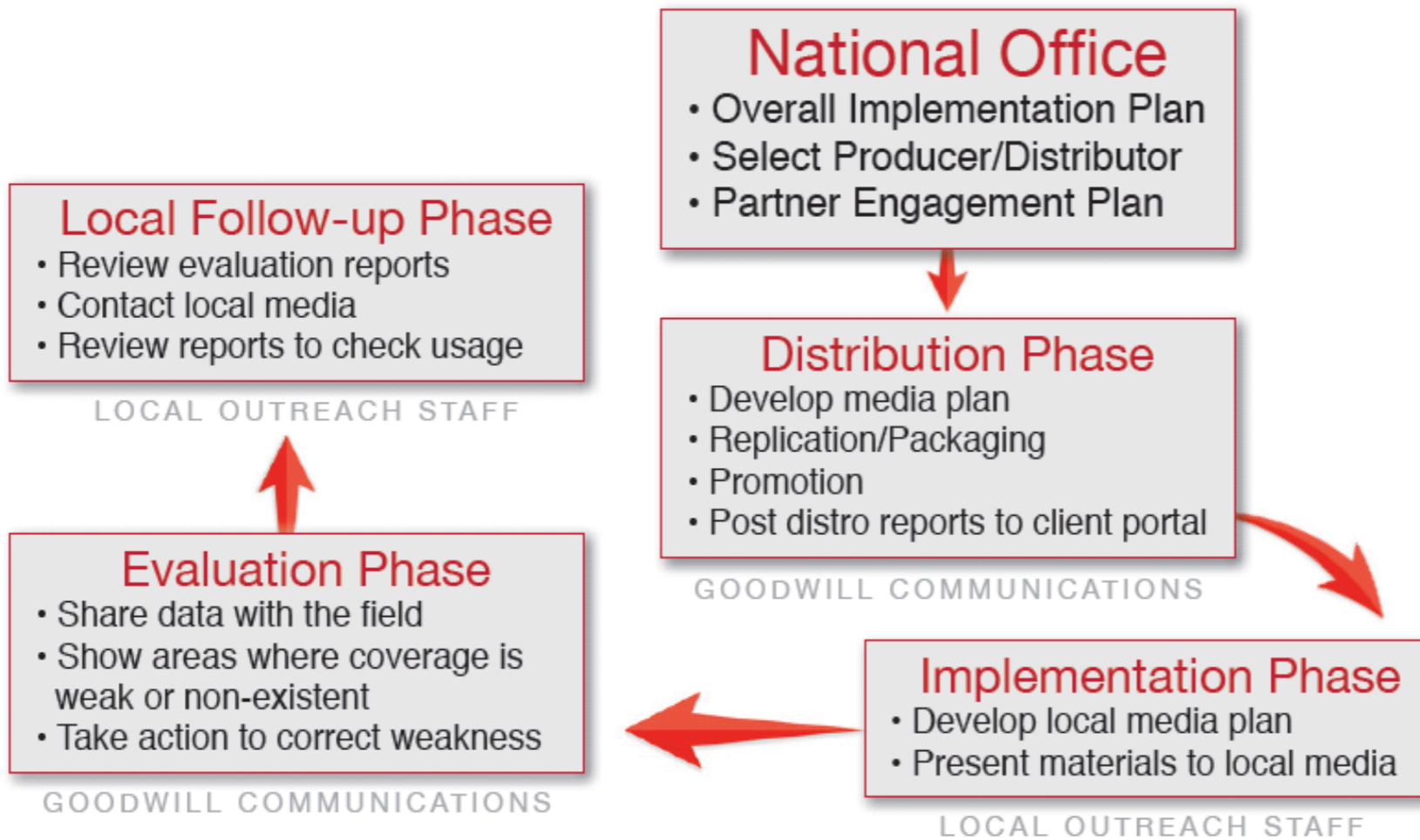


GOODWILL
COMMUNICATIONS
PSA Distribution/Packaging/Evaluation

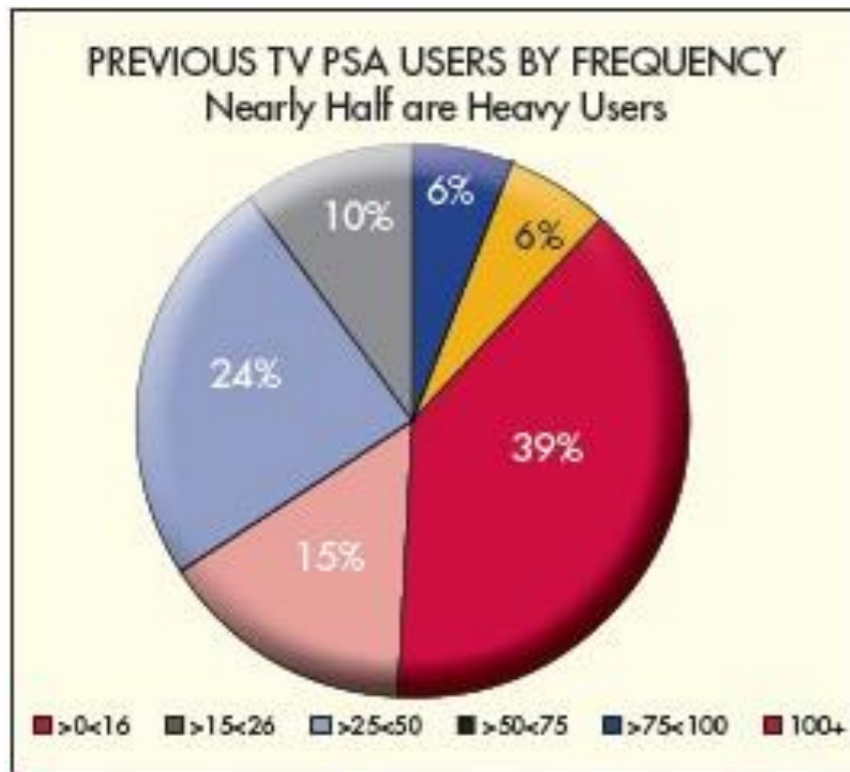
Overall Campaign Plan



CAMPAIGN OVERVIEW



PSA Distribution



Media Plan

- Create a budget
- Include most important media
 - According to value generated
 - Reaching primary audiences
 - Previous usage
- TV
 - Broadcast and cable?



PSA Distribution

Broadcast TV

- Networks
 - Broadcast networks
 - Cable networks
 - Promotional tactics
- Local stations
 - Quantity
 - Geographic coverage



PSA Distribution



BRINGING HAPPINESS TO
FAMILIES ONE SMILE AT A TIME
Operation Smile Changes Lives
Around the World

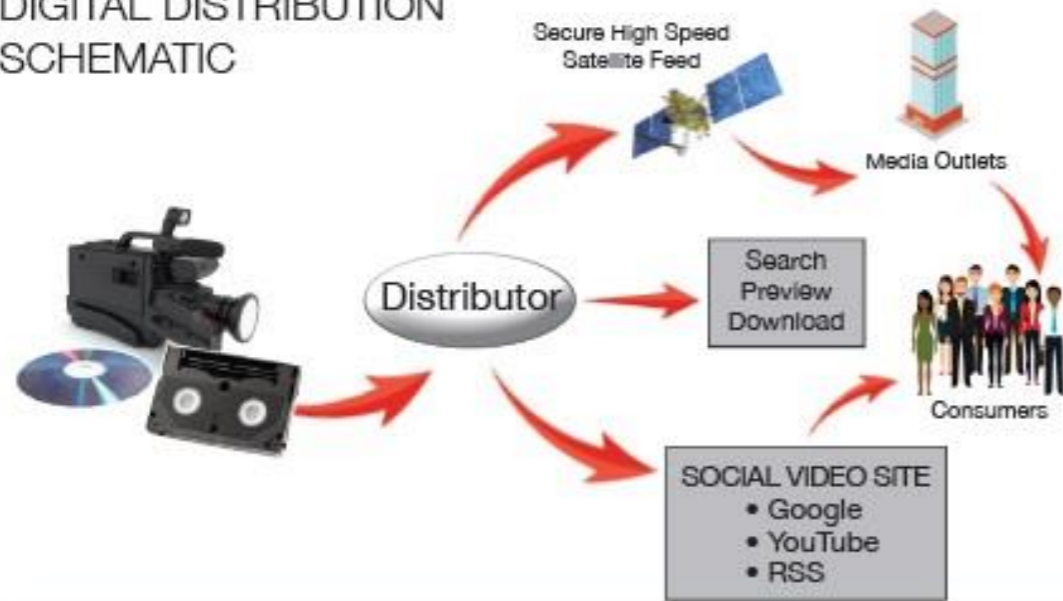


Broadcast TV

- Promotion
 - Post on NAB Spot Center
 - Post on PSA Digital
 - Storyboard/newsletter
 - Blast emails
- Network outreach

PSA Distribution

DIGITAL DISTRIBUTION SCHEMATIC



Broadcast TV

- Digital distribution/push tactic
 - Via Extreme Reach
 - Sent to the cloud
 - Sigma encoded digital files
 - Storyboard/newsletter in .pdf format
 - Traffic instructions



PSA Distribution



Downloads

[Simple Safety Steps :30 \(HD MOV\) 329 MB](#)

[Simple Safety Steps :30 \(Apple Pro Res\) 946 MB](#)

[Simple Safety Steps :30 \(MOV\) 18.7 MB](#)

[Simple Safety Steps :30 \(Apple Pro Res\) 286 MB](#)

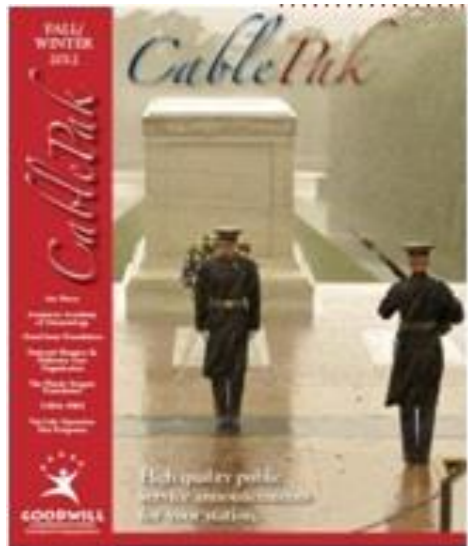
Broadcast TV

- Digital distribution/pull tactic
 - Via PSA Digital platform
 - View the PSAs
 - Download broadcast quality spots
 - Campaign/client background

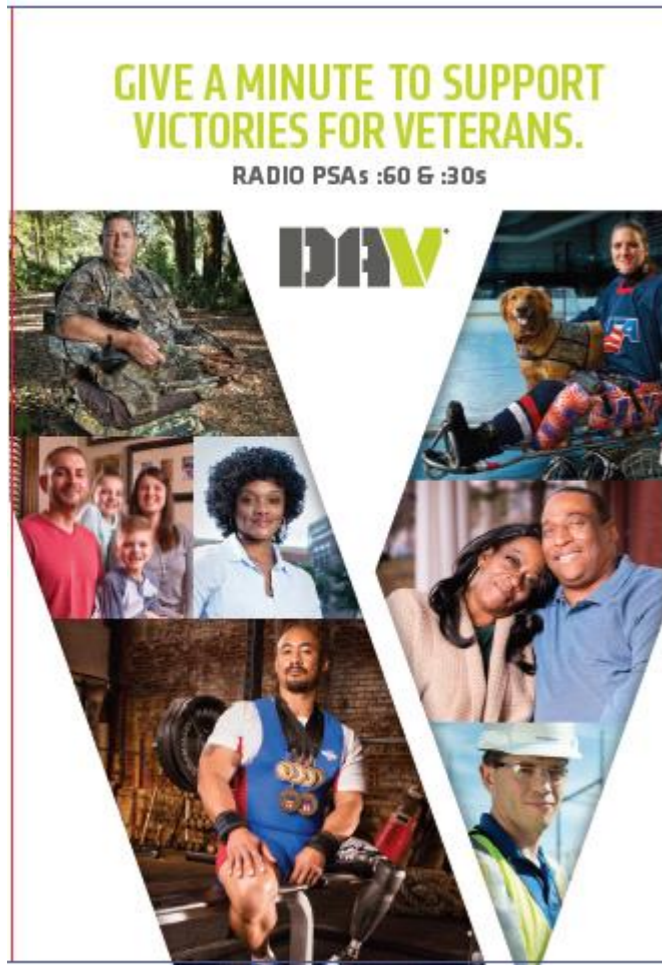
PSA Distribution

Cable TV

- CablePAK™
 - Shared reel distribution model
 - Distributed in spring and fall
 - Includes newsletter/storyboards
 - Very cost effective
 - Excellent ROI



PSA Distribution



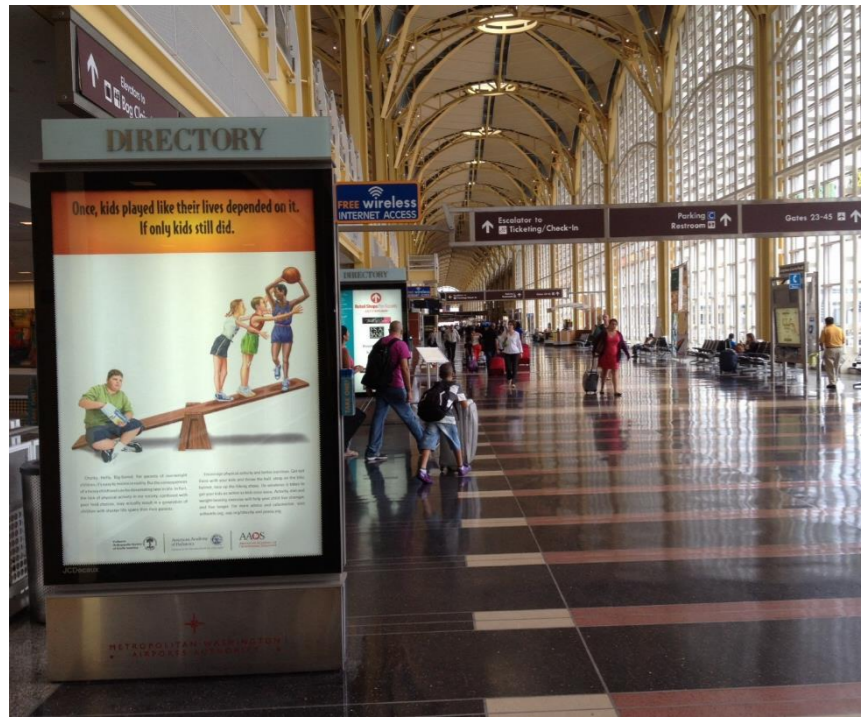
Radio

- Conventional hard copy model
 - Flex mailer packaging concept
 - Distributed to 3,500 stations
 - 50 national networks
 - Target by audience
 - Nielsen and BRC evaluated data

FORMAT	COUNT	AUDIENCE
Adult Contemporary	1,025*	Teens to 40's
African-American/Urban	400	All Ages African-American
Middle-of-the-Road	500	All Ages All Demographics
C&W	675*	All Ages-Rural
Religious	900	All Ages All Demographics
TOTAL	3500	

PSA Distribution

Outdoor



- Very unique medium
 - Distribution is budget-driven
 - Can target by audience/market
 - Reaches people where they work/live/play
 - Photos for proof-of-performance
 - Complete evaluation



PSA Distribution



Place-based media

- Retail stores/shopping centers



PSA Distribution



Place-based media

- Retail stores/shopping centers
- **Sports stadiums**

PSA Distribution



Place-based media

- Retail stores/shopping centers
- Sports stadiums
- **Parking lots**

PSA Distribution



Place-based media

- Retail stores/shopping centers
- Sports stadiums
- Parking lots
- **Airports**



PSA Distribution



Place-based media

- Retail stores/shopping centers
- Sports stadiums
- Parking lots
- Airports
- **Gas pumps**

PSA Distribution



Place-based media

- Retail stores/shopping centers
- Sports stadiums
- Parking lots
- Airports
- Gas pumps
- **Schools**



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PSA Distribution



Place-based media

- Retail stores/shopping centers
- Sports stadiums
- Parking lots
- Airports
- Gas pumps
- Schools
- **Physicians' offices**



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PSA Distribution/Packaging/Evaluation

PSA Distribution



Place-based media

- Retail stores/shopping centers
- Sports stadiums
- Parking lots
- Airports
- Gas pumps
- Schools
- Physicians' offices
- **Transit stops/vehicles**

PSA Distribution



Place-based media

- Retail stores/shopping centers
- Sports stadiums
- Parking lots
- Airports
- Gas pumps
- Schools
- Physicians' offices
- Transit stops/vehicles
- **Roads/highways**

PSA Distribution



Reaching minorities

- African-Americans
 - TV networks
 - Radio (urban/jazz formats)
 - Inner city outdoor

PSA Distribution



Reaching minorities

- Hispanics
 - TV networks
 - Local stations
 - Radio (Spanish format)
 - Inner city outdoor

PSA Distribution



Internet

- Banner ads
- You Tube
- Custom apps



PSA Distribution

Mobile platforms

- Custom cell phone app
 - Wrote/produced radio PSAs
 - Distributed to stations in wildfire areas
 - Acted as liaison between CTIA and Red Cross
 - Evaluated campaign impact



PSA Distribution



Distribution reports

- Posted to client portal
- Click on Distribution Report
- Click on state to review detailed lists
- Export to Excel for customization

Station Distribution List

TV		RADIO		SEDDENTARY TV DISTRIBUTION LISTS Florida Chapter							
STATION NAME	FIRST NAME	LAST NAME	TITLE	ADDRESS	CITY	STATE	ZIP	PHONE	PUI	Affil	Format
ChristianTelevisionNetwork	Ms.Arthelene	Rippy	Producer	6922142ndAve	Largo	FL	33771	727-535-5622	1	CBL	DVD
SunSportsRegionalFL	Mr.Andy	Kehrer	PublicServiceDirector	1000LegionPISte1500	Orlando	FL	32801	407-245-2532	1	CBL	SP
WAWS	Mr.Adrian	West	PublicServiceDirector	11700CentralPkwy	Jacksonville	FL	32224-	904-642-3030	41	FOX	SP
WBEC	Mr.Noel	Hyatt	TrafficManager	6600SWNovaDr	FortLauderdale	FL	33317	754-321-1000	3	CBL	DVC

PSA Distribution



Engage local partners

- Share media/distribution plan
- Do an engagement Webinar
- Possibly tag TV PSAs
- Develop feedback mechanism

PSA Distribution



The take-away

- Select your distributor
- Create a media plan
- Be audience inclusive
- Engage your local partners



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