

# How To Evaluate Your PSA

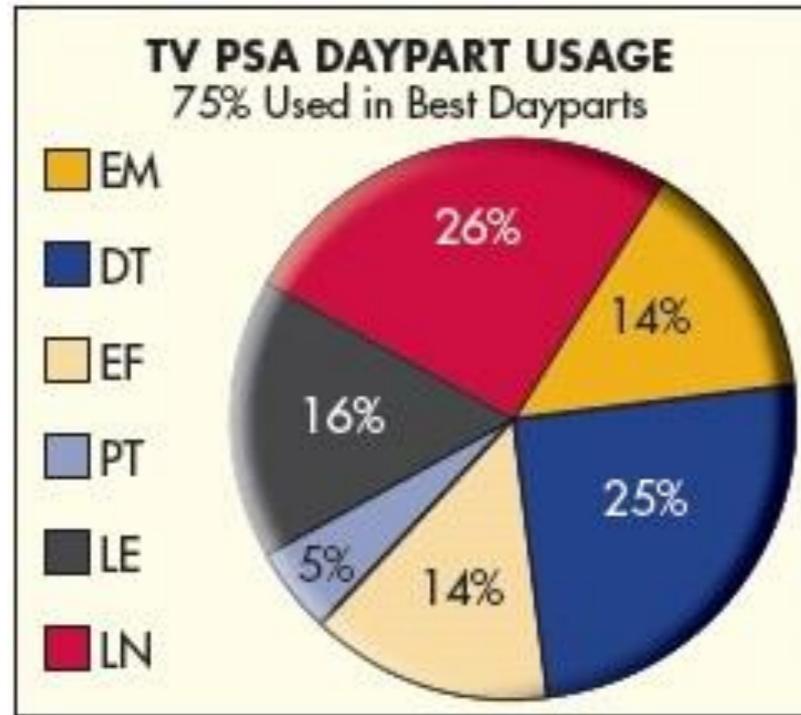


**EVALUATION**

- Outstanding**
- Very Good**
- Satisfactory**
- Marginal**
- Unsatisfactory**



# PSA Evaluation

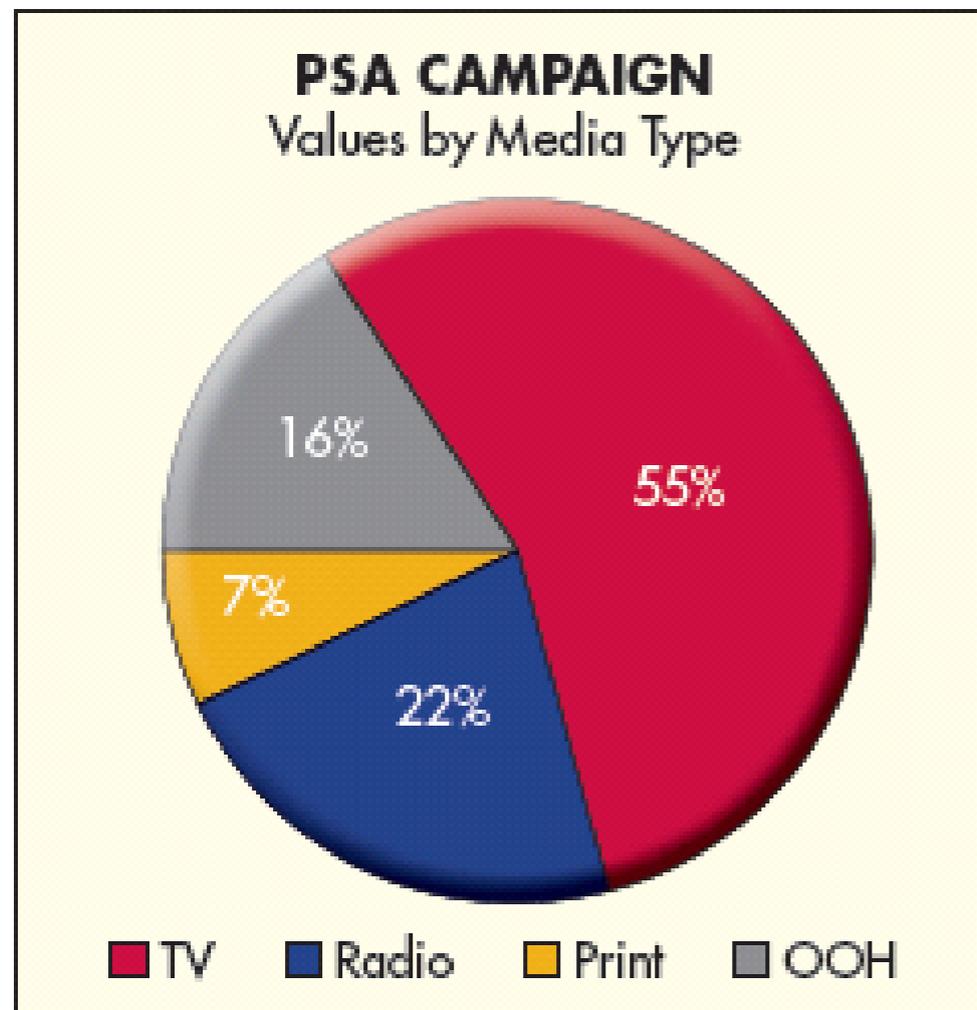


## Rationale

- Shows you are reaching the right audience
- Shows where/when you are getting exposure
- Provides basis for making corrections
- Validates success of your PSA program
- Reinforces organizational mission
- Helps you keep your job



# PSA Evaluation



## Validating success

- Values
- Usage by airplays
- Usage in top markets
- Usage by daypart
- Gross impressions
- Audience feedback
- Return on investment



# PSA Evaluation



## Reinforcing mission

- Stimulating response
- Changing attitudes/behavior
- Greater awareness
- Encouraging volunteers
- Promote special events
- Fund raising



**GOODWILL**  
COMMUNICATIONS  
PSA Distribution/Packaging/Evaluation

# PSA Evaluation

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## Data sources

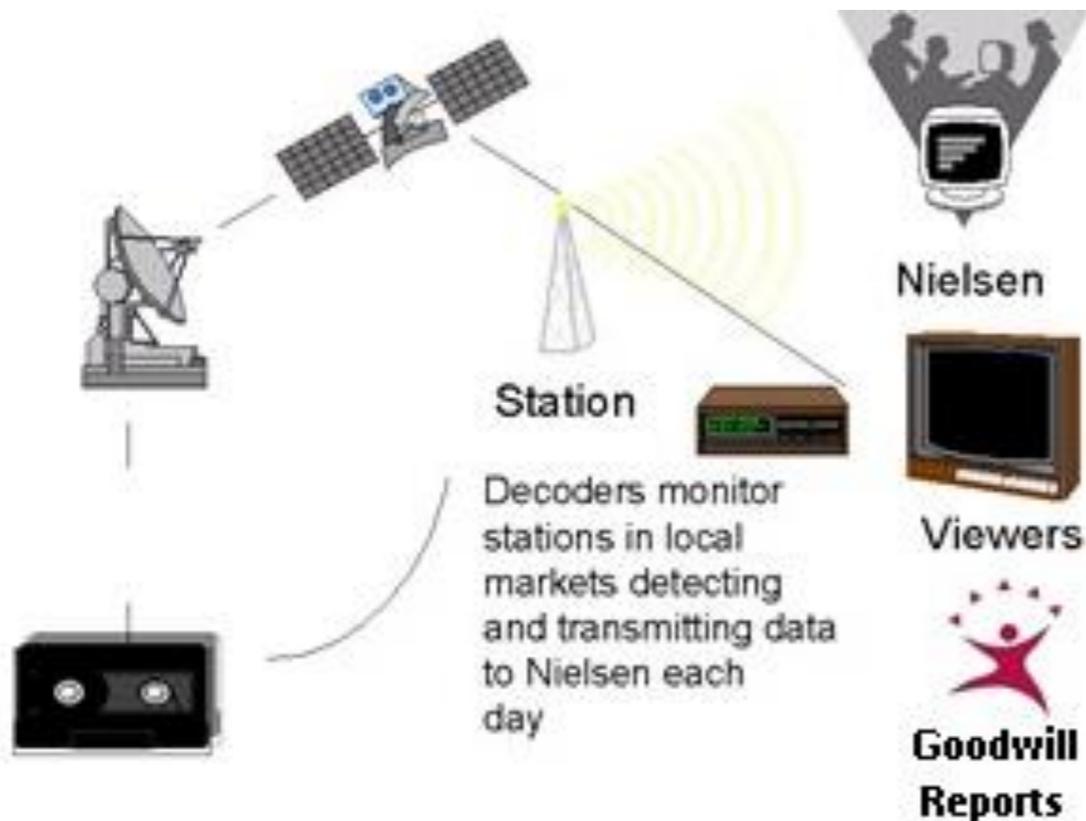
- Nielsen
- SRDS
- Cisions
- Outdoor companies
- Affidavits
- Bounce-back cards
- Phone surveys

# PSA Evaluation



## Methodology by medium

- Broadcast TV
  - Nielsen SIGMA™
  - Audio fingerprint technology
  - Complete geographic coverage
  - Complete daypart coverage



# PSA Evaluation

*CablePak*

## Methodology by medium

- Cable TV
  - Nielsen does not monitor
  - Bounce-back cards
  - Affidavits

Spring 2102 PSA USAGE SURVEY	Title	Spot Lengths Used	Times Used Per Week	# of Wks
Air Force	Choices	___:30	___	___
	Choices/Savings Lives	___:30	___	___
American Academy of Dermatology	Golf	___:60	___	___
	Golf	___:30	___	___
	Golf	___:15	___	___
	Born	___:60	___	___
	Born	___:30	___	___
	Born	___:15	___	___



# PSA Evaluation

**PSAs**  
**Radio**

Dear Public Service Director:  
Please take a moment to complete the following information. It will help us determine the kinds of PSAs you want to receive in the future and ensure we will send you the correct format. Thank you for your cooperation and support.

Would you like to download digital files from a site?  Yes  No

Have digital files emailed to you?  Yes  No

Email address \_\_\_\_\_

File format is Mpeg 4 - If you cannot use Mpeg 4 files, what format do you need? \_\_\_\_\_

Title:	# Times Per Week Aired	# Weeks Aired
"Twilight" 30	1-3 4-8 7-9 10-12 16+	1-3 4-8 7-9 10-12 16+
"Twilight" 30	1-3 4-8 7-9 10-12 16+	1-3 4-8 7-9 10-12 16+

Name: \_\_\_\_\_

Call Letters: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**AAOS**  
AMERICAN ACADEMY OF  
ORTHOPAEDIC SURGEONS

## Methodology by medium

- Radio
  - Nielsen limited monitoring
  - Bounce-back cards
  - Non-redundant reporting

# PSA Evaluation



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



## Broadcast TV

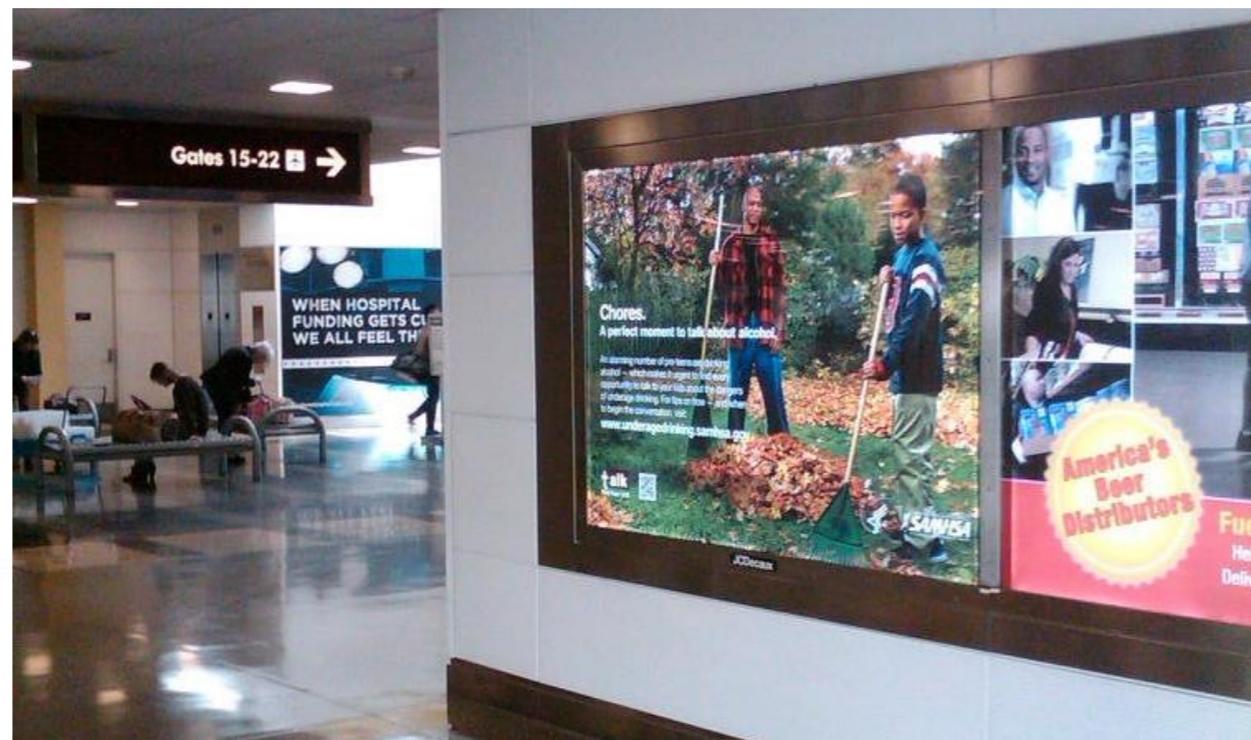
- Promotion
  - Post on NAB Spot Center
  - Post on PSA Digital
  - Storyboard/newsletter
  - Blast emails
- Network outreach



# PSA Evaluation

## Methodology by medium

- Outdoor
  - Data from outdoor companies
  - Proof of performance photos



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# PSA Evaluation

The screenshot shows the Goodwill Communications client portal. At the top, there is a dark blue header with the Goodwill Communications logo (a stylized white figure with arms raised) and the text "GOODWILL COMMUNICATIONS". Below the logo are two input fields: "User Name:" and "Password:". The main content area has two tabs: "Active Campaigns" and "Archived Campaigns". Below the tabs is a dropdown menu. Underneath the dropdown is a blue bar labeled "Usage/Airings". To the left of the main content area is a vertical sidebar with six icons and corresponding labels: "CablePak" (television icon), "Executive Summary" (document icon), "OutOfHome" (billboard icon), "Print" (printer icon), "Radio" (radio tower icon), and "TV" (television icon).

## Reporting procedures

- Client portal access
  - Goodwillcommunications.com
  - Enter user name and password
  - Select title of campaign to view

# PSA Evaluation



## Report types

- Executive summary
  - Campaign snapshot
  - Data refreshed weekly
  - Auto-emailed to clients

### Executive Summary Report

#### AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

	STATES	CITIES	DMAS	STNS/PUBS	PLAYS	VALUE	GROSS IMP.
SIGMA USAGE (TV)	50	195	146	362	20837	7612563	847072567
BRC-TV	12	17	15	17	2483	1807203	0
CABLEPAK	20	37	28	38	7528	529770	920233
TOTAL TV	50	232	189	407	30848	9949536	847992800
RADIO BRC USAGE	42	125	91	191	21449	831008	1137756
TOTAL RADIO	42	125	91	191	21449	831008	1137756
TOTAL PRINT	30	112	-1	148	1328	797688	14984357
TOTAL OOH	17	74	26	76	135	815502	373193173
GRAND TOTAL	50	330	182	822	53760	12393734	1237308086



# PSA Evaluation

## Report types

- National TV network report
  - Isolates network usage
  - Validates network outreach



# PSA Evaluation

## TV Reports

- ✦ Network Usage Report
- ✦ Sigma Only Summary
- ✦ Sigma Current Month and YTD
- ✦ Sigma Usage by Day Part
- ✦ Sigma Usage By Station
- ✦ Sigma Usage By Title
- ✦ TV BRC Summary
- ✦ TV BRC Usage By Station
- ✦ TV BRC Usage By Title
- ✦ TV State Summary
- ✦ Usage Map By State

## Report types

- Broadcast TV
  - Most dominant medium
  - 11 different reports

# PSA Evaluation



## Report types

- Broadcast TV
  - SIGMA local station report

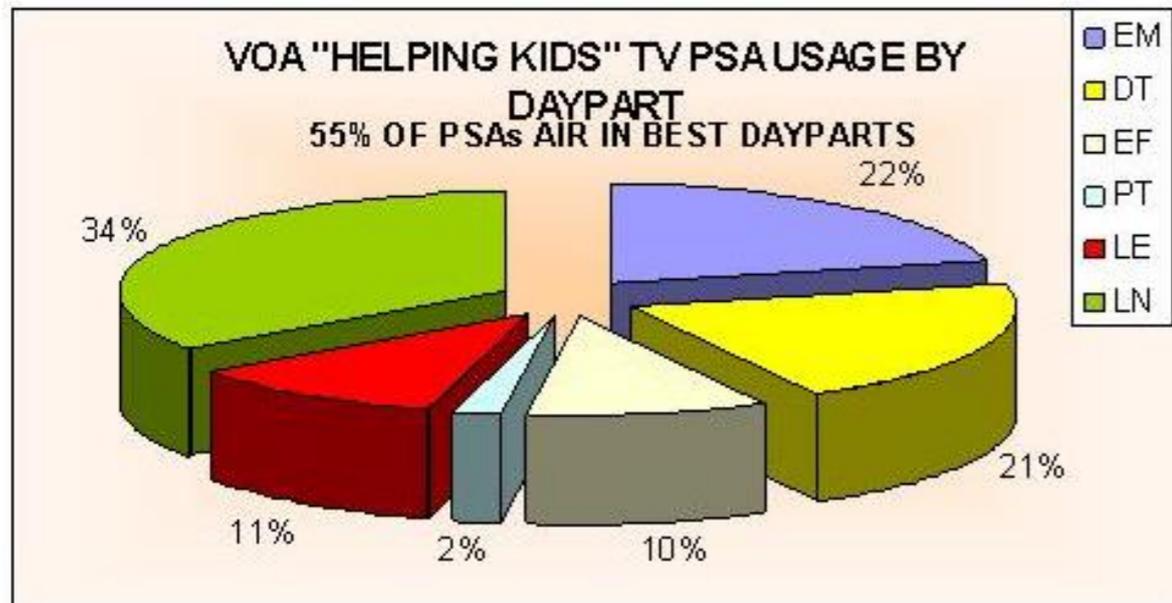
### Sigma Usage by Station

#### TOTAL PLAYS & GROSS IMPRESSIONS BY STATIONS

DMA RANK	STN	AFF	CITY	ST	SPOTS					TOTAL PLAYS	TOTAL VALUES	GROSS IMP.
					10	15	20	30	60			
202	KJNP	IND	North Pole	AK	0	27	0	21	1	49	4782	35665
45	HTTO	IND	Birmingham	AL	0	108	0	71	2	181	9546	415938
100	KMYA	MET	Fort Smith	AR	0	0	0	42	481	523	104416	1942557
12	QFPH	IND	Flagstaff	AZ	0	102	0	69	2	173	11780	1883934
70	OUBE		Tucson	AZ	0	108	0	72	2	182	9491	574028



# PSA Evaluation



## Report types

- Broadcast TV
  - SIGMA daypart report

### Sigma Day Part

DMA RANK	STN	AFF	CITY	ST	SPOTS	Media Value					
						EM	DT	EF	PT	LE	LN
202	KJNP	IND	North Pole	AK	49	0	0	3603	1179	0	0
45	HTTO	IND	Birmingham	AL	181	0	9546	0	0	0	0
100	KMYA	MET	Fort Smith	AR	523	37648	18512	12688	8216	14768	12584
12	QFPH	IND	Flagstaff	AZ	173	7695	4085	0	0	0	0
70	OUBE		Tucson	AZ	182	6242	3249	0	0	0	0
6	KTSF	IND	Brisbane	CA	274	6695	17875	12935	0	2145	2600

# PSA Evaluation



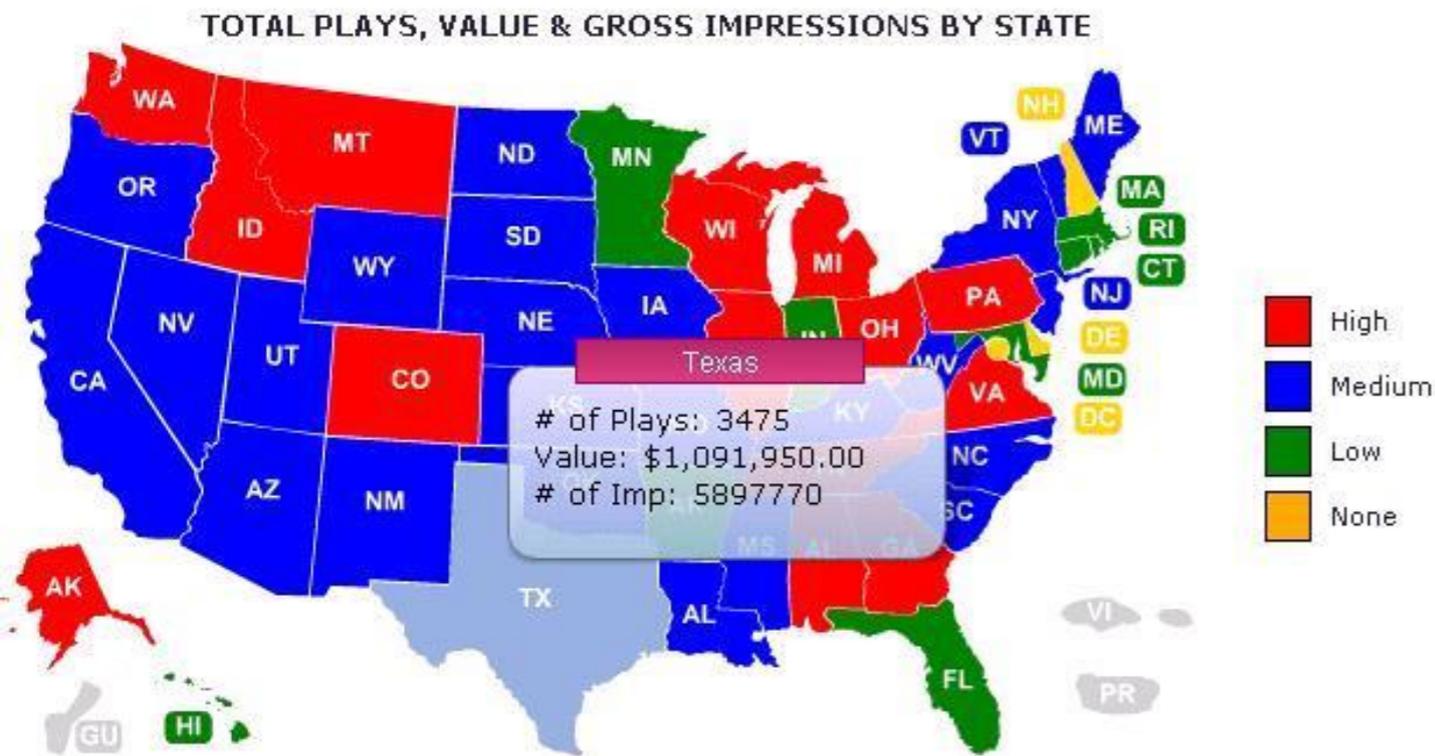
## Report types

- Demographic report
  - Teens 12-17
  - Adults 18+
  - Adults 25-54
  - Adults 55+



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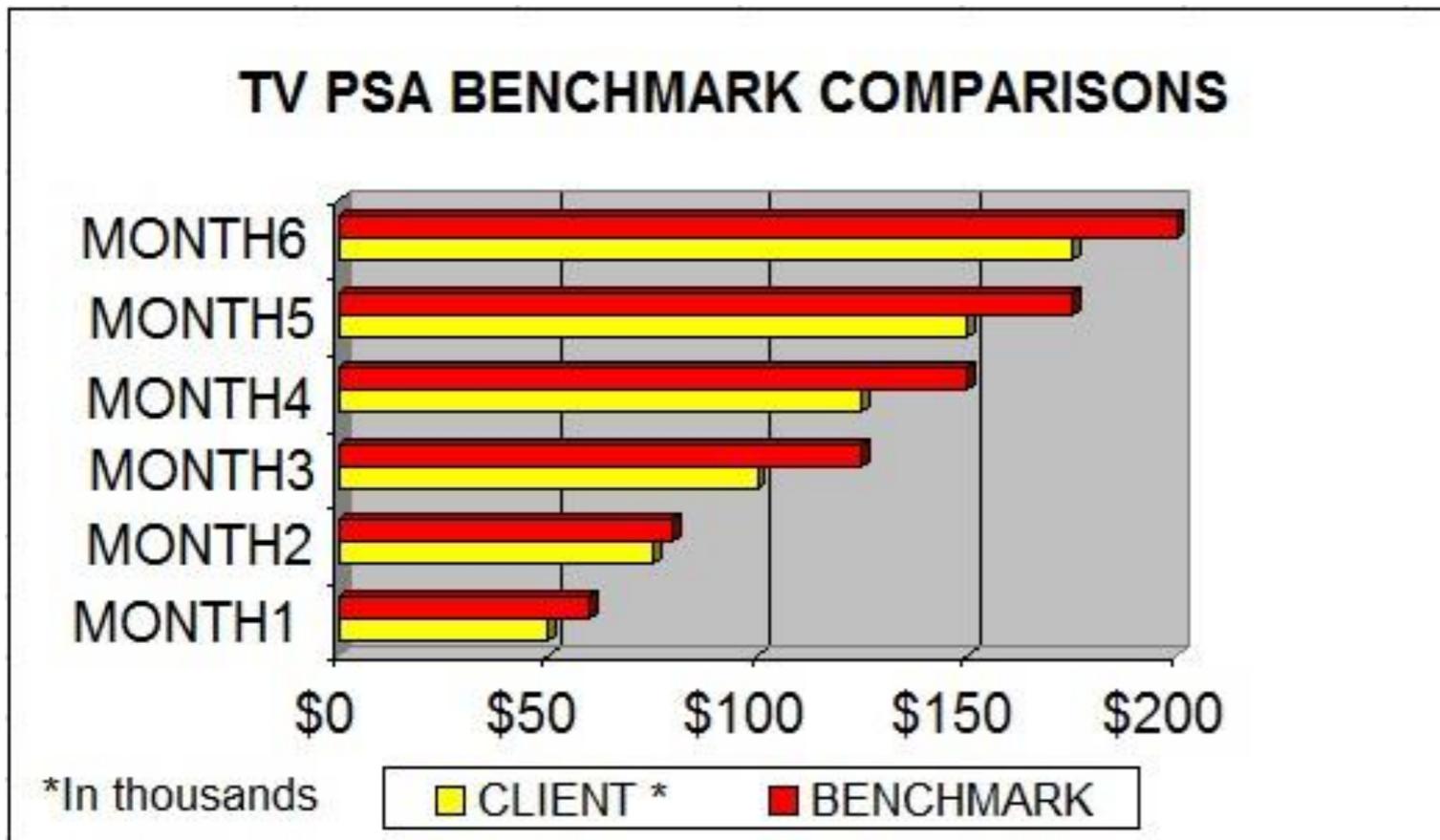


## Report types

- Geographic coverage
  - Exposure by state
  - By level of usage



# PSA Evaluation



## Report types

- Benchmark report
  - Client vs standard



# PSA Evaluation

## PSA PARAMETERS OF PERFORMANCE

Client Value Compared to Benchmark

TV Network vs Overall Usage

Usage by TV Daypart

Usage by Spot Length

Usage by DMA (Market Size)

Usage by Demographics (6 Subsets)

Usage by Media Type

Response Tracking (Website visitations/Phone calls)

Geographic Tracking (Mapping)

Usage by Chapters

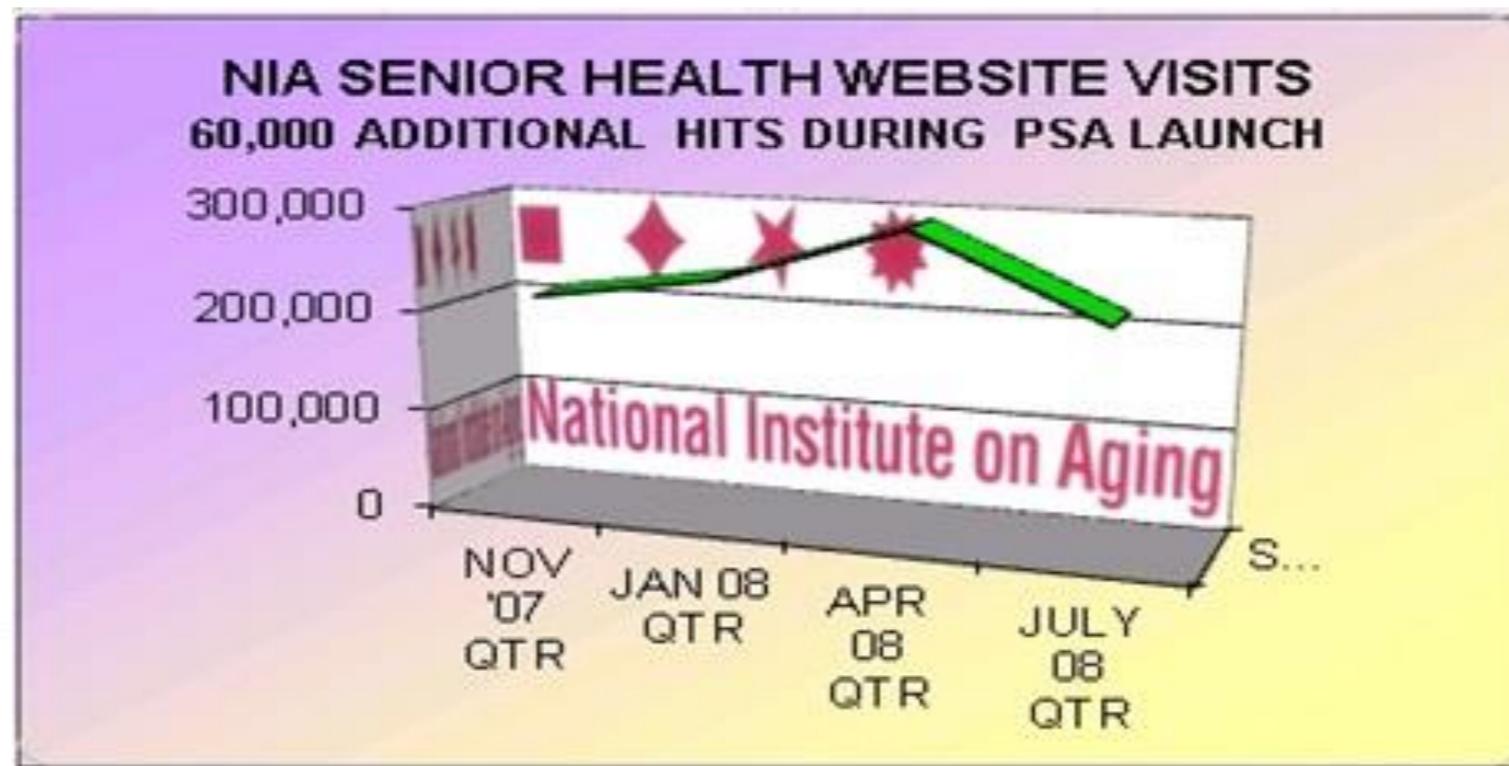
Usage by Radio Format (Types of Audiences Reached)

Usage by Specific Types of OOH venues (Airports, Malls, Transit, Billboards)

Gross Impressions Generated

## Report types

- Key trends analysis
  - 14 parameters



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# PSA Evaluation

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## Merchandising data

- Non-profit board
- Donors
- Media
- Senior staff

*“Evaluation itself is a meaningless exercise...it is what you do with the data that matters.”*

Bill Goodwill



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