

Yes& PSA CAMPAIGN FACT SHEET

The most powerful communication channel available to nonprofits are Public Service Announcements (PSAs). PSAs are not only one of the most cost-effective ways to raise awareness of an issue to mass audiences, they also result in 34% of donations.

Our PSA Campaign approach includes a designated Director of Media Outreach, one-on-one pitches and an emotional appeal paired with a local angle, leveraged with our personal connections with the media. Every one of our PSA campaigns has ranked in the top 5% nationally for the past decade, providing millions of dollars of measured value for each nonprofit.

PROS TO PSAS



Consistent brand image



Low cost vehicle to reach a broad audience



Establishes preeminence



Balances giving requests



Controlled message



Supplements paid media buys



Maintains media relationships

WHAT YOU CAN & CANNOT SAY IN A PSA



Can

- Ask for "help"
- Ask viewers to "join" us
- Encourage viewers to go to a website "for more information"
- General use of "support" (eg: "find out how you can support your neighbor...")



Cannot

- Ask to/for: "Donate", "Give", "Money," or "Support"
- Any direct language about giving
- Mention a corporate partner/display logo

4 STEPS TO DEVELOPING A PSA

1 Strategy



Follow the guidelines



Advanced Targeting



Strong call to action

2 Creative Development



Keep the message fresh



Develop high-quality spots



Spots must be emotionally compelling



Focus on relevant timely topics and themes



Provide varying lengths



Accessibility & versioning

Source: Yes& 2024 Annual PSA Director Survey and Donor Survey

Visit us: [yesandagency.com](https://www.yesandagency.com)

Contact us: hello@yesandagency.com

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3 Distribution & Promotion



Time the Release

Getting noticed

Pitching where it matters

Keeping it top of mind

Creative quality

Local angle

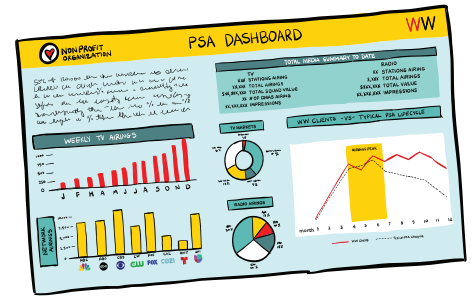
Flexibility

Timing

Personal connections

Show appreciation

4 Tracking & Analytics



INSIGHTS TO GET YOUR PSA ON THE AIR



Nearly 50% of PSA Directors receive **10 or fewer PSAs** per week and the other 50% receive 10-20, yet they have space for more!



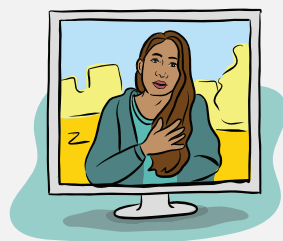
The **best time** to share your PSA is: January, July, and October-December.



While PSA Directors want to air as many PSAs as possible, PSAs associated with a **for-profit** company will require a second look. 40% of TV stations will support it with 30% saying it depends on if it's more of a commercial than a PSA.



Almost **80% of PSA Directors** will continue to support the same community messages as previous years.

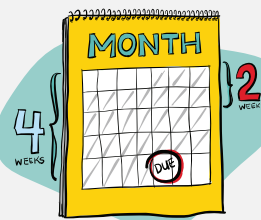


Stations are not partial to specific types of creative, but the majority prefer live action, **first-hand accounts** from beneficiaries, and messages that are supported by facts and stats.

PSA Directors are typically focused on putting good messages on the airwaves, but **30% will talk about issues** on the air. So, pitch away!



About half of stations will run a spot that asks directly for donations, but not TV networks. **One in four stations** will consider it based on the organization and the potential impact on the local community.



The majority of stations want a heads up on a new PSA message between 2-4 weeks of when it will be delivered. **They are planners**, so this is key.



90% of stations are NOT more likely to run a PSA from a well-known nonprofit vs. a smaller lesser-known org. As long as your website can build your credibility, then you'll be evaluated the same!

Source: Yes& 2024 Annual PSA Director Survey and Donor Survey