



TOP SPOT LENGTHS

2025 PSA THEMES

**ELECTION
IMPACT**

**WINNING
CREATIVE
STYLES**

**PEAK PSA
MONTHS**

10 INSIGHTS FROM **PSA DIRECTORS**

2024 Yes& Annual PSA Director Preference Survey

2024 YES& ANNUAL PSA DIRECTOR PREFERENCE SURVEY

Public Service Announcements (PSAs) are the most powerful communications channel available to a nonprofit marketer. PSAs are also the most cost-effective way to raise awareness of an issue to a mass audience. In fact, our 2024 Annual Donor Survey shows that 33% of donations have been given as a result of a PSA.

PSAs have been on American airwaves for nearly 100 years, and the way people consume media has changed significantly. So has the way community affairs managers manage their airways for good.

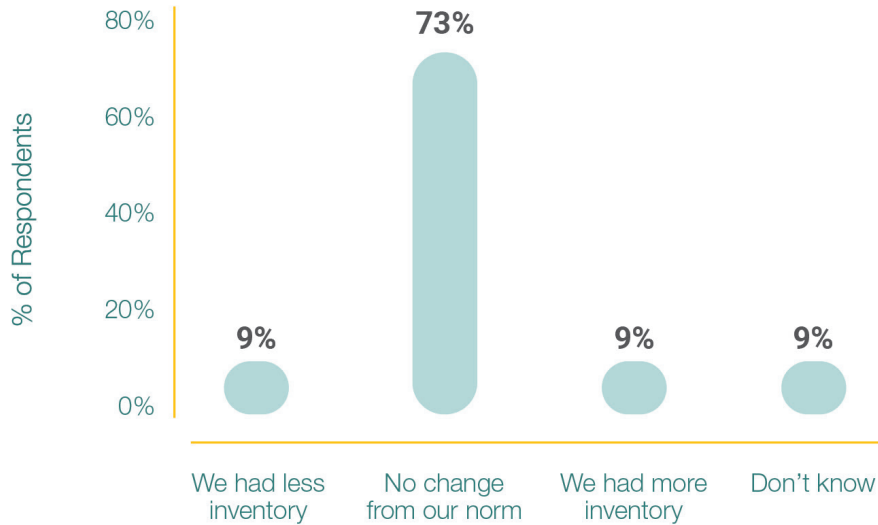
This 13th Annual Yes& PSA Director Preference Survey was distributed to approximately 2,248 TV and radio stations nationwide from our proprietary PSA database in March 2024. Every year, we ask PSA Directors what trends they are seeing and what impact that has on their ability to deliver free media placements for nonprofits. While some trends have remained the same, there are many opportunities for nonprofits to appeal to networks and local stations, even during an election year.

INSIGHT #1

Since it is a presidential election year and PSAs rely on donated advertisement time, we asked PSA Directors how they were impacted by the primaries, and what inventory they expect to be available leading up to November 5th.

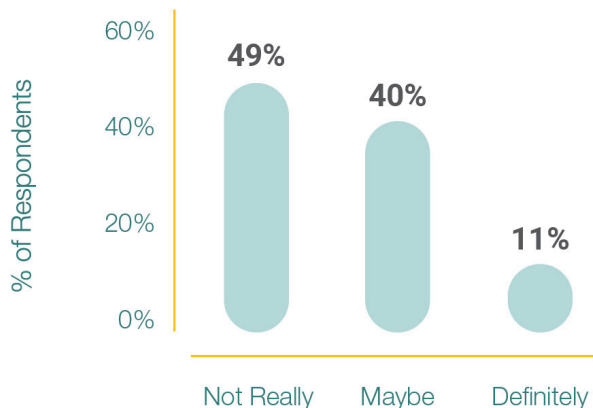
74% of TV and radio stations said that there was no change from their norm of avails for the primaries.

What have avails for PSAs been like on your station/network for the 2024 primaries?



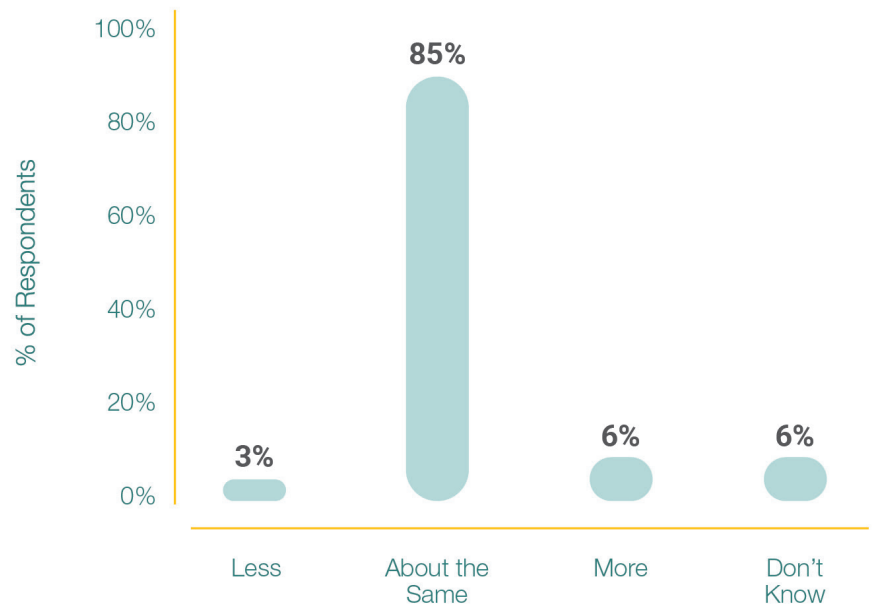
As for the months leading up to the 2024 election on November 5th, there were mixed responses. 49% of PSA Director respondents said that PSA inventory will not really be impacted, but 40% said maybe it will be impacted. **Nonprofits should plan around election windows this year, especially during the months prior to the election.**

Do you expect your station to have less PSA inventory in the months leading up to the 2024 election?



For 2025, 86% expect about the same level of total inventory as 2024.

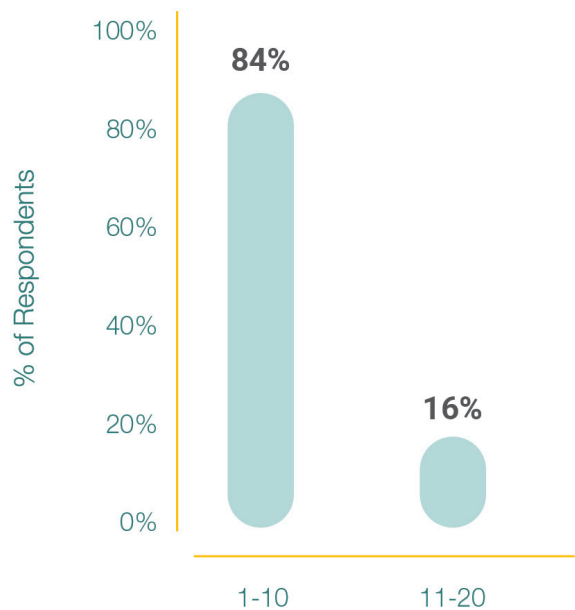
Do you anticipate more or less PSA inventory available next year compared to this year?



INSIGHT #2

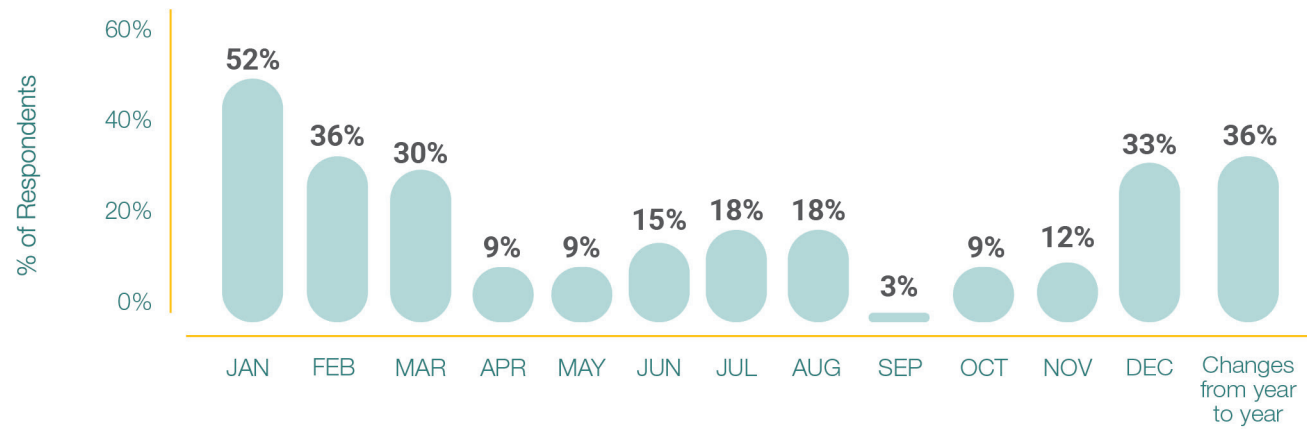
84% of PSA Directors receive less than 10 PSAs a week! **The number of PSAs received per week is significantly lower than previous years, giving nonprofits a greater chance to have their PSA selected to run.**

How many PSAs do you receive per week?



Similar to previous years, the highest inventory for PSAs is in Q1 and December. This election year however, there are lower avails in the spring, summer, and fall.

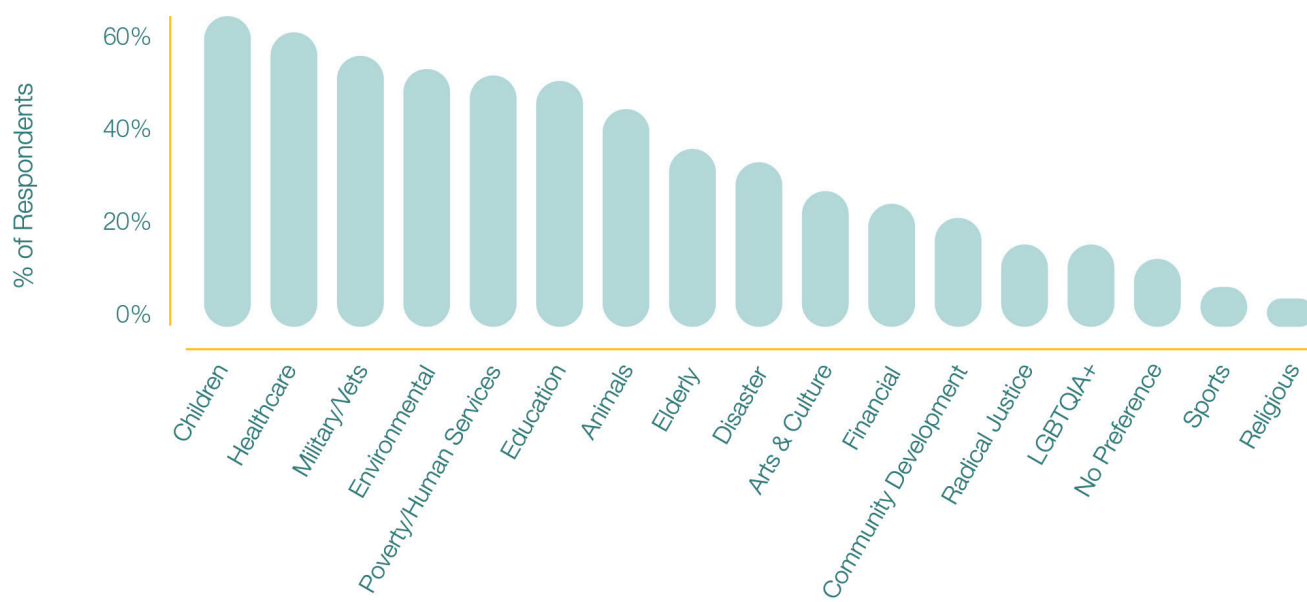
In which months do you have the most airtime inventory for PSAs? Check all that apply.



INSIGHT #3

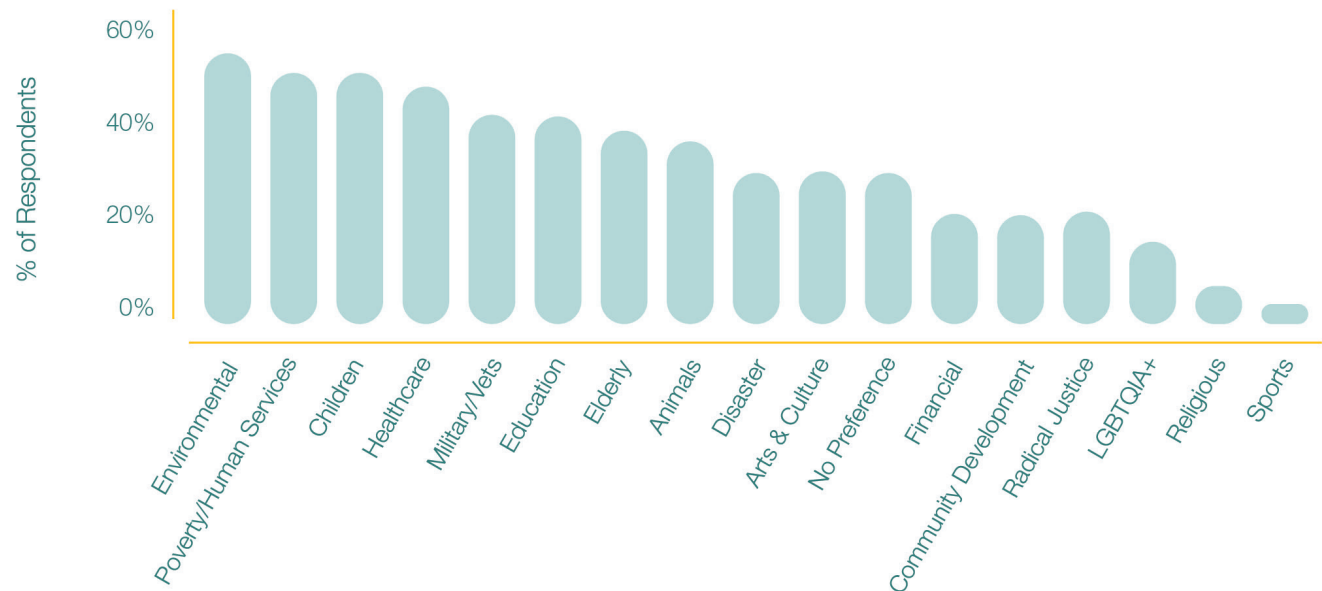
PSA Directors feature PSAs that align with station interests. This year, we asked what specific PSA themes stations are focused on in 2024. **The responses show a wide range of interests, with the highest interest in Children, Healthcare, and Military/Veterans themes. This is closely followed by Environmental, Poverty/Human Services, and Education themes.**

What PSA themes have you focused on this year? Check all that apply.



For 2025, the anticipated PSA themes that stations plan to support shift slightly with Environmental themes leading the way, followed by Poverty/Human Services and Children, then Healthcare.

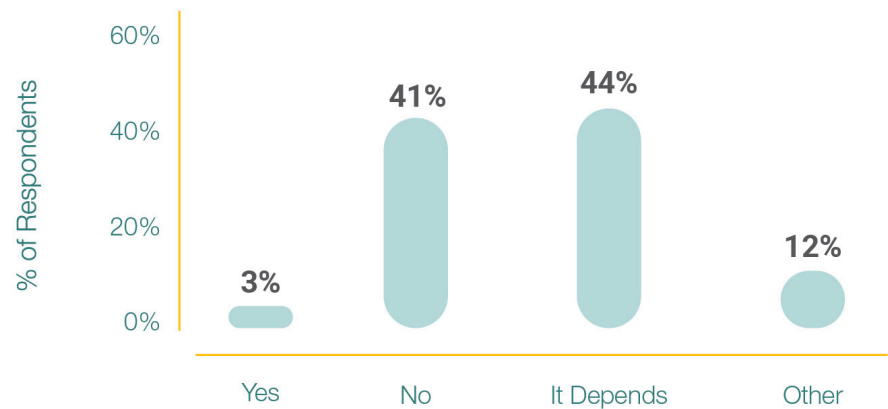
What PSA themes will you focus on in 2025? Check all that apply.



INSIGHT #4

41% of stations are NOT more likely to run a PSA from a well-known nonprofit versus a smaller lesser-known organization. 44% of stations say it depends on the message and stations preference for a local connection. This is a new insight from previous years where stations said it did not matter, demonstrating the importance of increasing awareness of your nonprofit among PSA Directors and the general public as a whole.

Are you more likely to run a PSA from a well-known nonprofit (one of the top 100 nonprofits) vs. a smaller lesser-known organization?

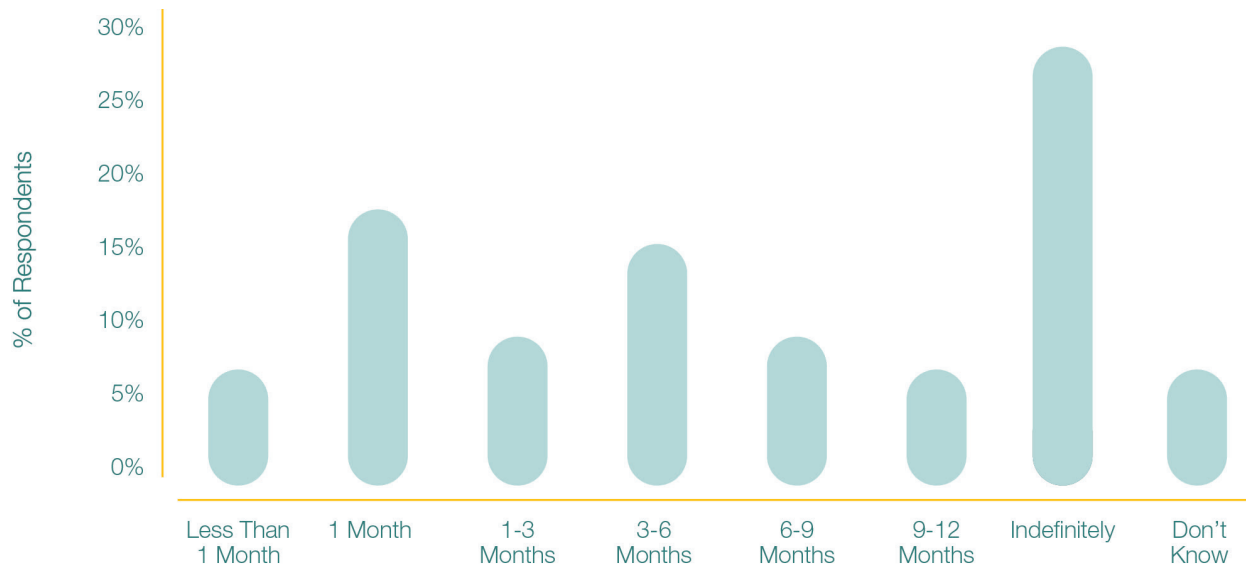


INSIGHT #5

28% of stations keep PSAs in rotation indefinitely, 19% for one month, 16% for 3-6 months. This is a new insight this year which has impacted the number of times per year that spots are distributed to stations.

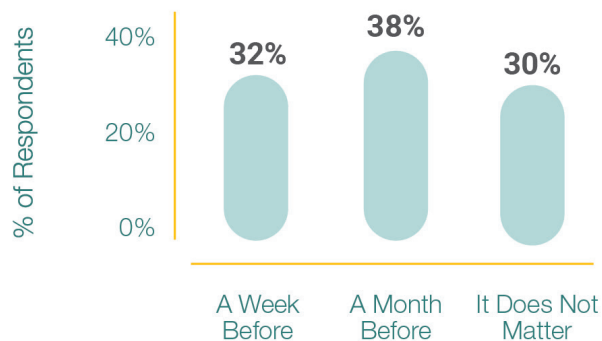
We are recommending that our clients distribute their spots a minimum of 2x per year to keep their nonprofit top of mind.

How long will you/can you keep a PSA in rotation?



However, PSA Directors do want a heads up that a new PSA is coming, ideally a week to a month prior. We typically send them a postcard and/or email that a new PSA is coming and when and why we would like them to air it.

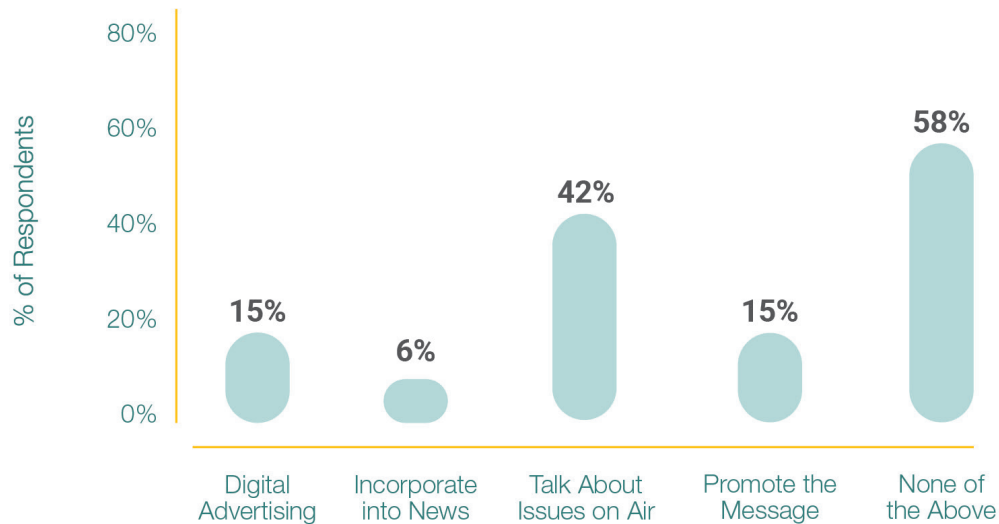
How far in advance would you like to know when a new PSA is coming?



INSIGHT #6

While PSAs are the main focus of PSA Directors, **42% of PSA Directors will also connect you to the editorial department to talk about the issues on air.** So having a press kit on hand is essential to capitalize on those opportunities.

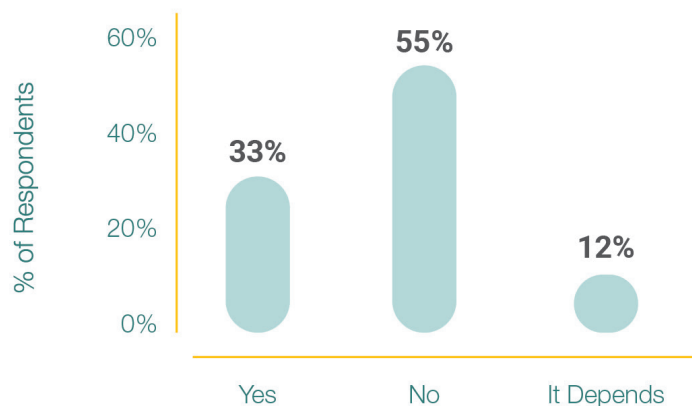
Do you run other PSA materials? Check all that apply.



INSIGHT #7

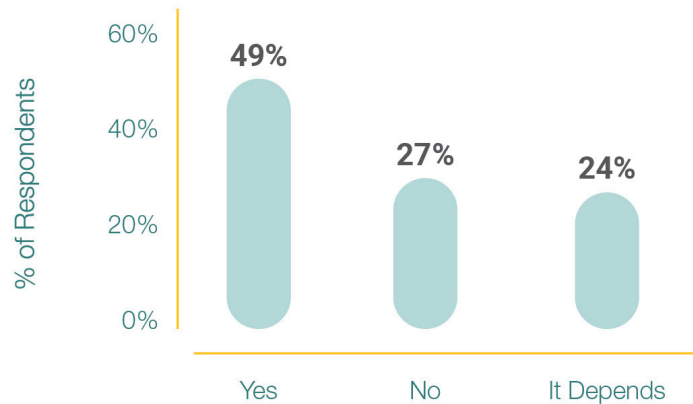
While PSA Directors want to air as many PSAs as possible, **PSAs associated with a for-profit company will require a second look.** 55% of stations will not run it, and 12% say it depends on if it's more of a commercial than a PSA. However, if it mentions a business, they won't run it.

If a PSA is promoting a cause that is supporting through the nonprofit/foundation arm of for-profit company, does it affect your ability to run it?



Surprisingly, almost half of local stations will run a spot that directly asks for donations, but TV networks will not. **One in four stations will consider running a spot that directly asks for donations depending on the organization, or in the event of a disaster and the potential impact on the local community.** However, a direct appeal for donations is a huge gamble for nonprofits relying on earned media for airings.

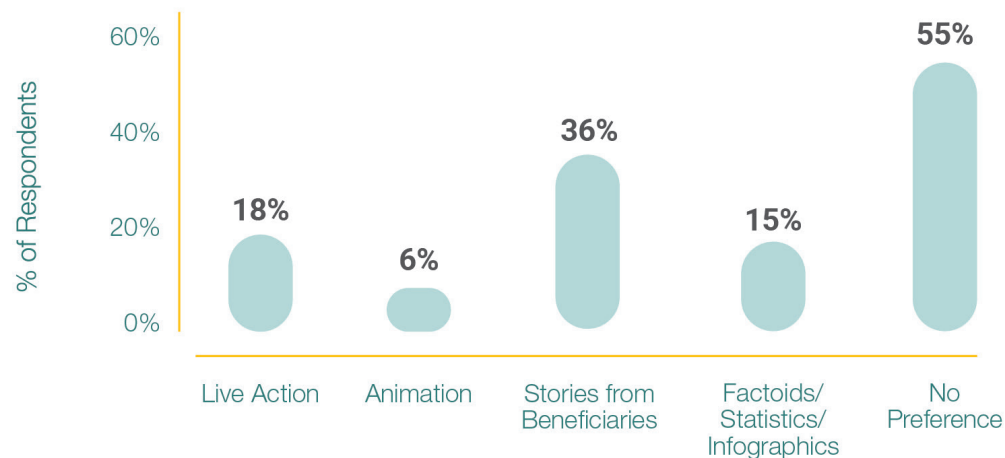
Will you air a spot that directly asks for donations?



INSIGHT #8

PSA Directors appreciate a variety of creative styles! All types have a similar chance of being aired, however stories from beneficiaries rank higher than factoids, statistics, and infographics.

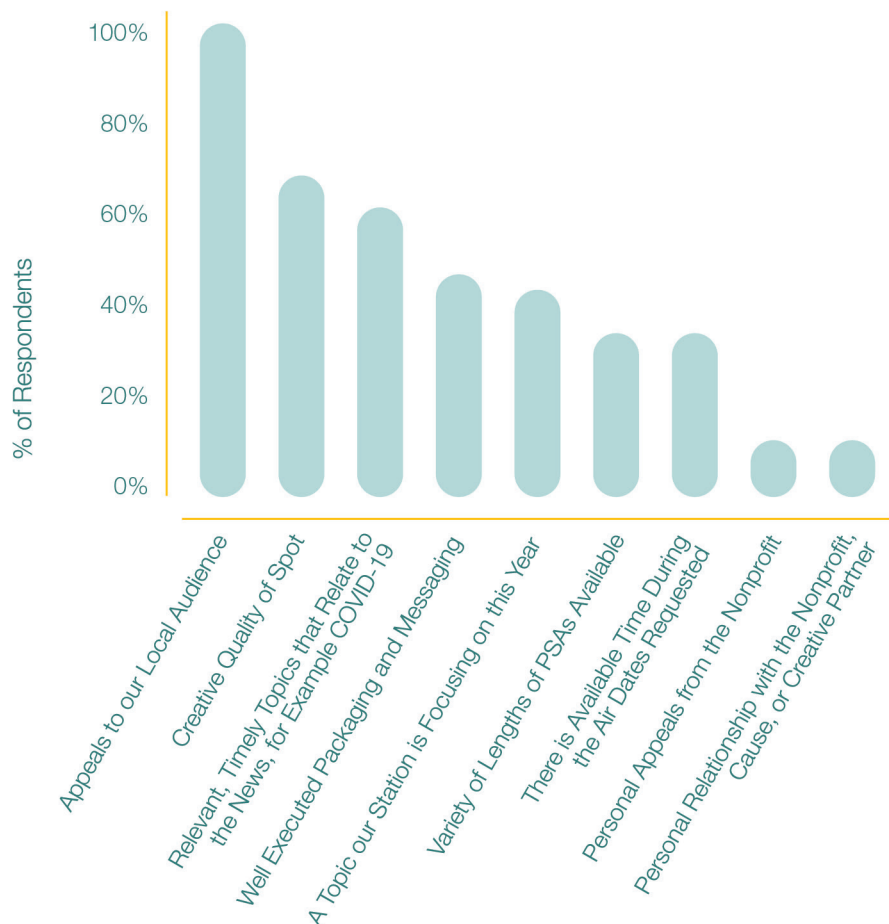
What type of creative appeals to you the most? Check all that apply.



INSIGHT #9

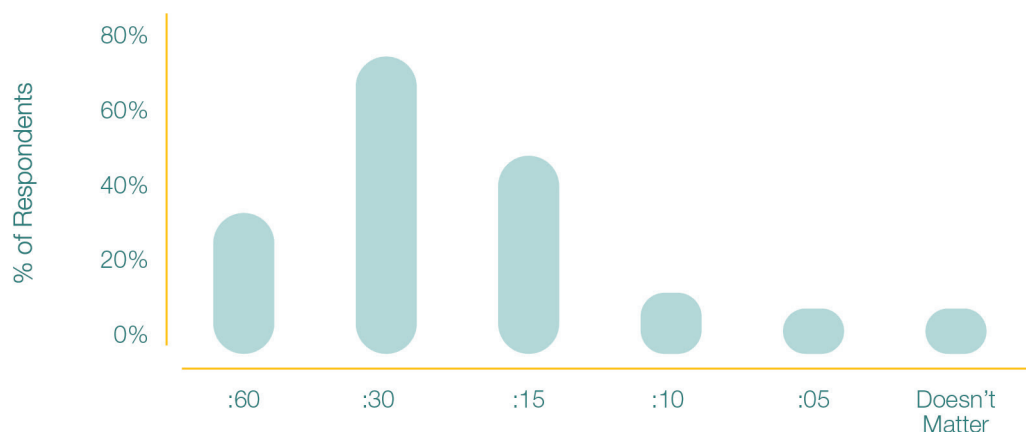
PSA Directors are most likely to choose high-quality PSAs that appeal to their local audience. This year, more PSA Directors value the creative quality of a spot and a relevant, timely topic related to the news as a big factor to make it on air as strong factors to air a PSA.

Do any of these factors increase the chance for a PSA to make it on air? Check all that apply.



Similar to past years, :30 spots are the most common available inventory, followed by :15, then :60 spots.

What spot lengths do you have the most inventory for? Check all that apply.



INSIGHT #10

Additional Insights Direct from PSA Directors:

It needs to be relevant to our city/state and not just a national issue.

Attached produced high-quality spot.

Non-partisan, not a donation call.

“ Include a short script version. ”

Update the spots frequently.

Anything that is kid-friendly is good for us.

Send more PSAs in Spanish!

Professional produced with music.

Shorter spots get more air time.

“ Be as creative as possible. ”

Send it to me personally. We have done business with your agency before.

A relevant and timely topic that has a clearly defined “kill date” otherwise note of “evergreen” date.



Yes& is an integrated marketing agency serving complex needs across the commercial, association, B2G, higher education, and government sectors. Yes& brings "positivity + possibility" through an expanding suite of capabilities including branding, digital strategy and analytics, advertising, customer experience (CX), market research, content development, events, and public relations, and serves clients nationwide from its hubs in the Washington, D.C., Chicago, and Philadelphia areas. Yes& is ranked by the Washington Business Journal as the #2 largest privately held advertising agency in the greater DC area and has been listed by Inc. magazine as one of the fastest-growing privately held companies in the U.S. seven times.

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