



**S H O U T I N G  
T O B E  
H E A R D**

**Public  
Service  
Advertising  
in a  
New  
Media  
Age**

# How many minutes of PSAs does a typical viewer see each week?

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- According to Nielsen, a typical viewer watches 28 hrs of TV a week
- Assume Eng.-language stations only (mix of cable & broadcast)
- Assume 10% of viewing after midnight (Nielsen says that's avg.)
- She watches an hour a day of morning programming during the week, on the major broadcast networks
- Weeknights: 3 hours a night of prime time on broadcast networks
- Weekends: 4 ½ hours of cable during prime time
- **She would see a total of 4 ½ minutes a week of donated PSAs**

**How many minutes worth of PSAs on  
VARIOUS TOPICS would our fictional viewer see  
(assuming no one was targeting the placement of  
donated PSAs)?**

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- 22 seconds of messages about drug and alcohol abuse per week
- 13 seconds of PSAs on HIV/AIDS per week
- 10 seconds on education per week
- 10 seconds on violence prevention per week

# What about teen viewers?

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- According to Nielsen, the average teen watches about 19 ½ hours a week of TV
- If we make up a typical viewing pattern for this teen (a lot of MTV, some morning cartoons, a lot of sitcoms and cable) the Kaiser PSA study indicates he would see **just over 3 minutes a week of donated PSAs**

**How many minutes worth of PSAs on  
VARIOUS TOPICS would our fictional teen  
viewer see, assuming no one was targeting the  
placement of donated PSAs?**

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- 15 seconds of messages on drug and alcohol abuse per week
- 9 seconds on HIV/AIDS per week
- 7 seconds on education per week
- 7 seconds on violence prevention per week

# Conclusions

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- Targeting is critical !!!
- The length of PSA campaigns matters
- The time of day/night matters
- Paid PSAs matter
- Realistic expectations...
  - It's not easy to have an impact
  - Individually we fail, collectively we succeed?

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# Methodology:

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**One week per network**

# Methodology:

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## Ten networks

- ABC, CBS, Fox, NBC
- CNN, ESPN, MTV, Nick, TNT
- Univision

## Methodology:

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### Seven markets per network

- Atlanta
- Chicago
- Dallas
- Denver
- Los Angeles
- New York
- Seattle

Chart 1

**Methodology:**

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**1,680 hours of programming**

**PSAs:**

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**Amount of time donated to PSAs:**

**15 seconds per hour**

Chart 3

# Amount of time donated to public service advertising per hour.

Seconds

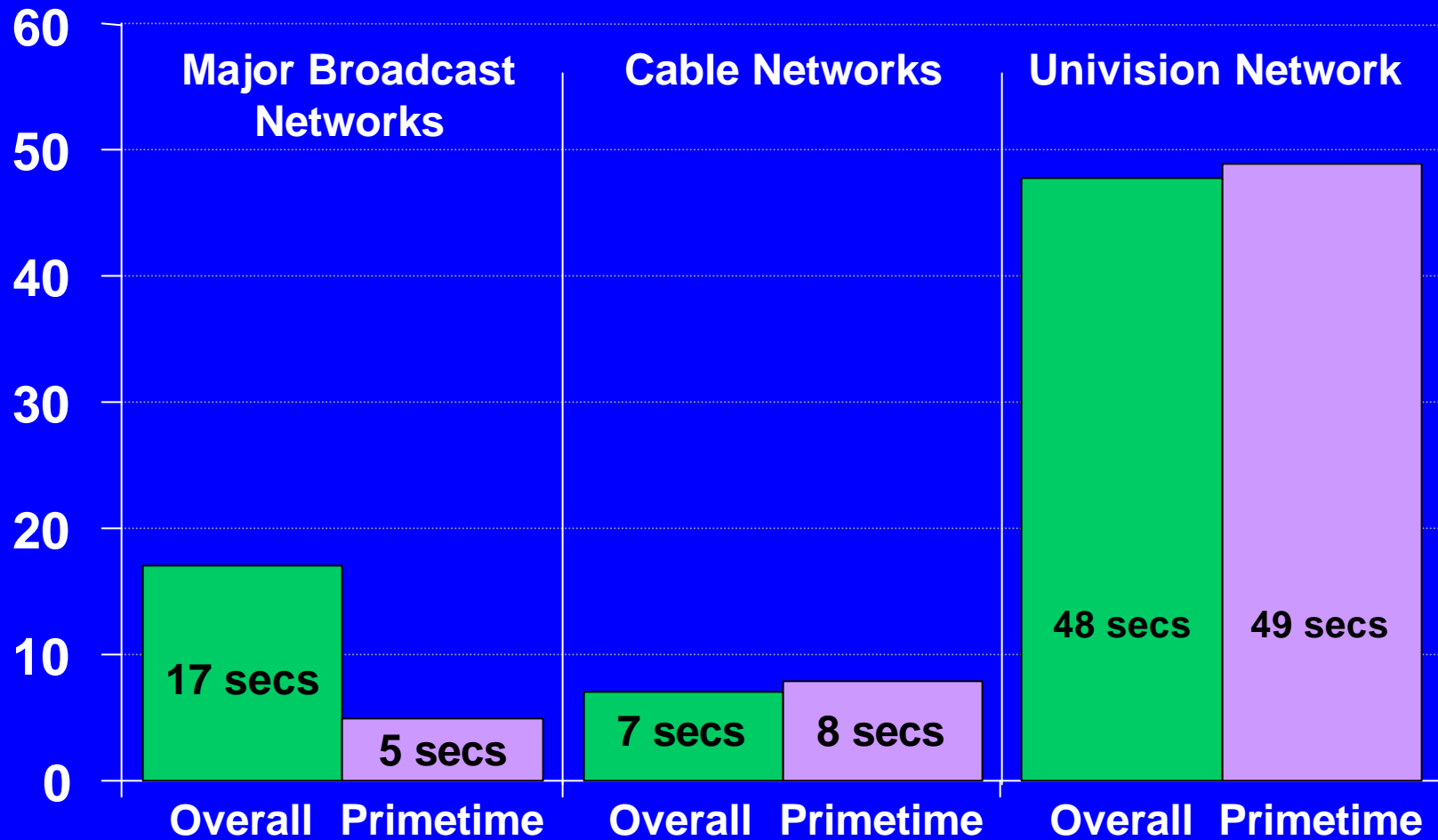


Chart 4

# Proportion of time networks devote to...

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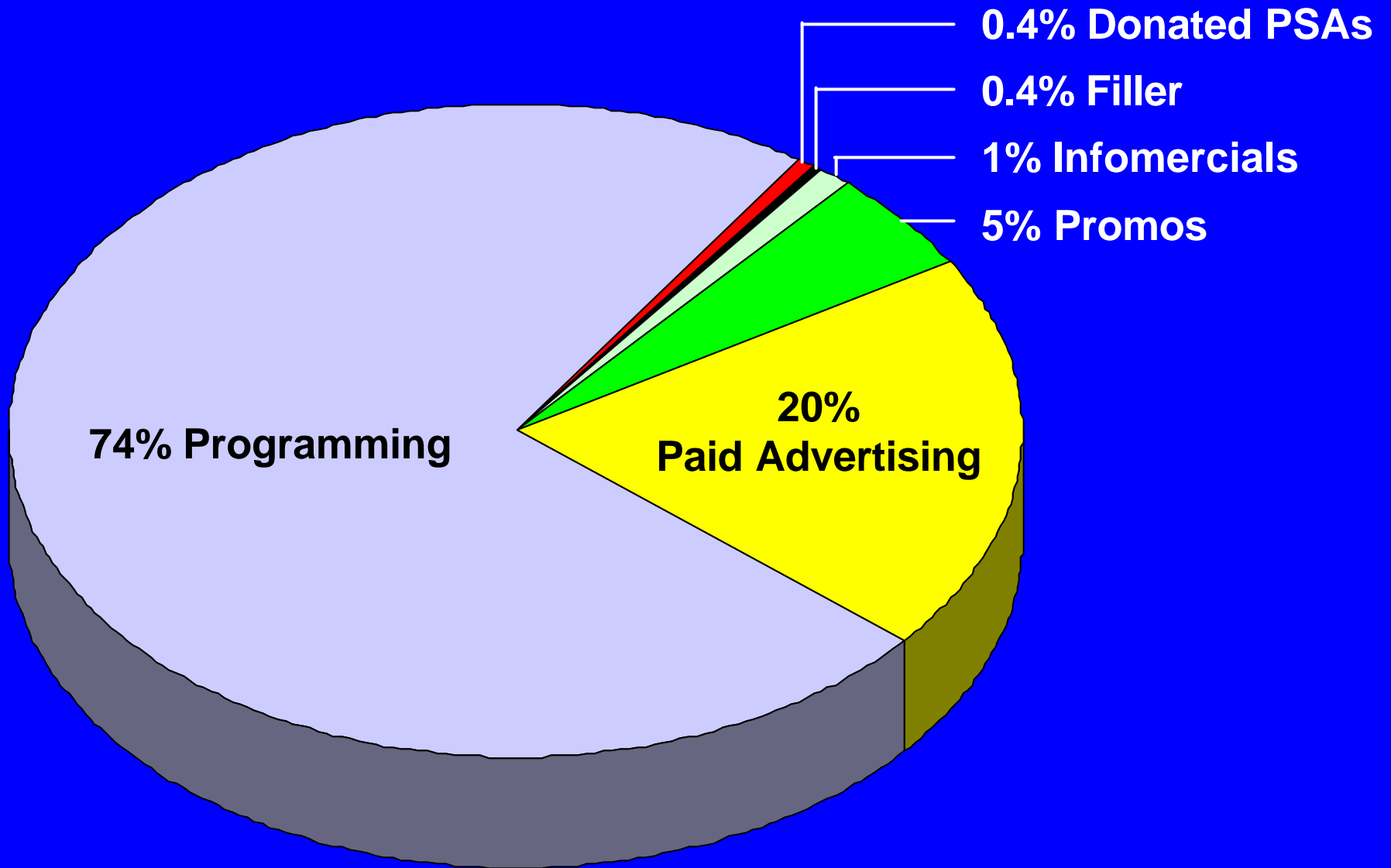


Chart 5

# Time of day of donated public service advertising.

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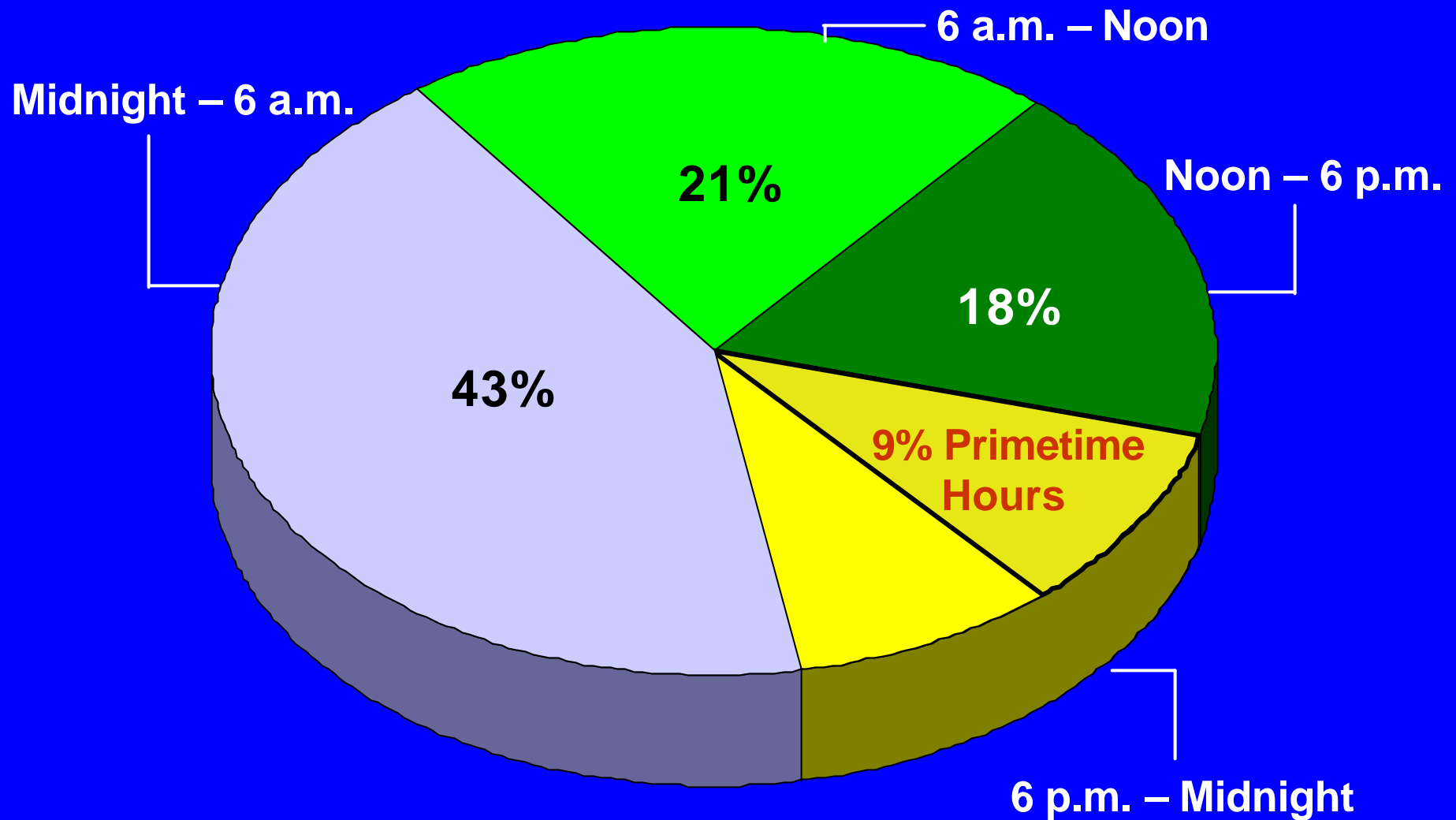


Chart 6

# Major broadcast networks:

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Percent of donated spots featuring network stars

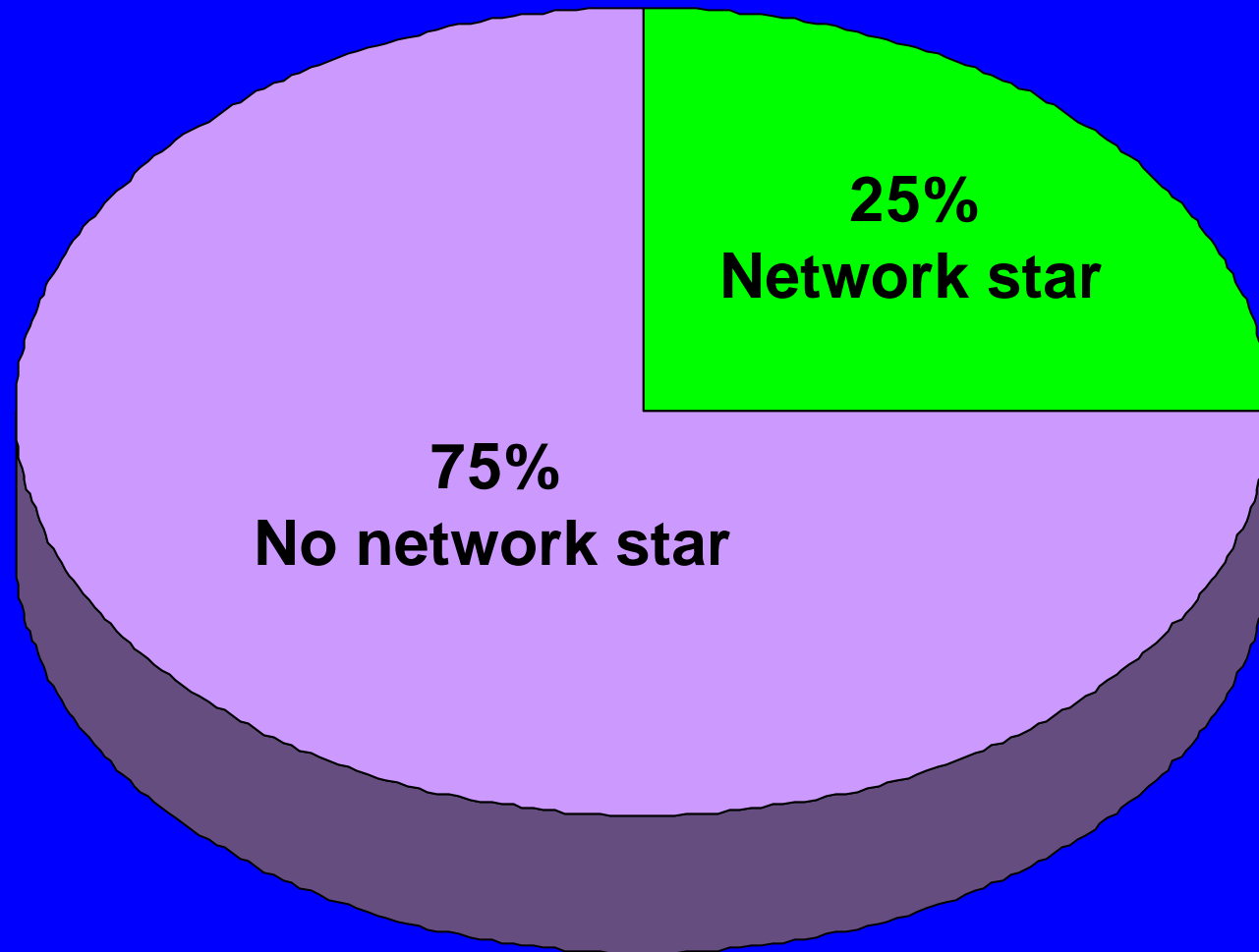


Chart 7

# Length of donated PSAs on major broadcast networks.

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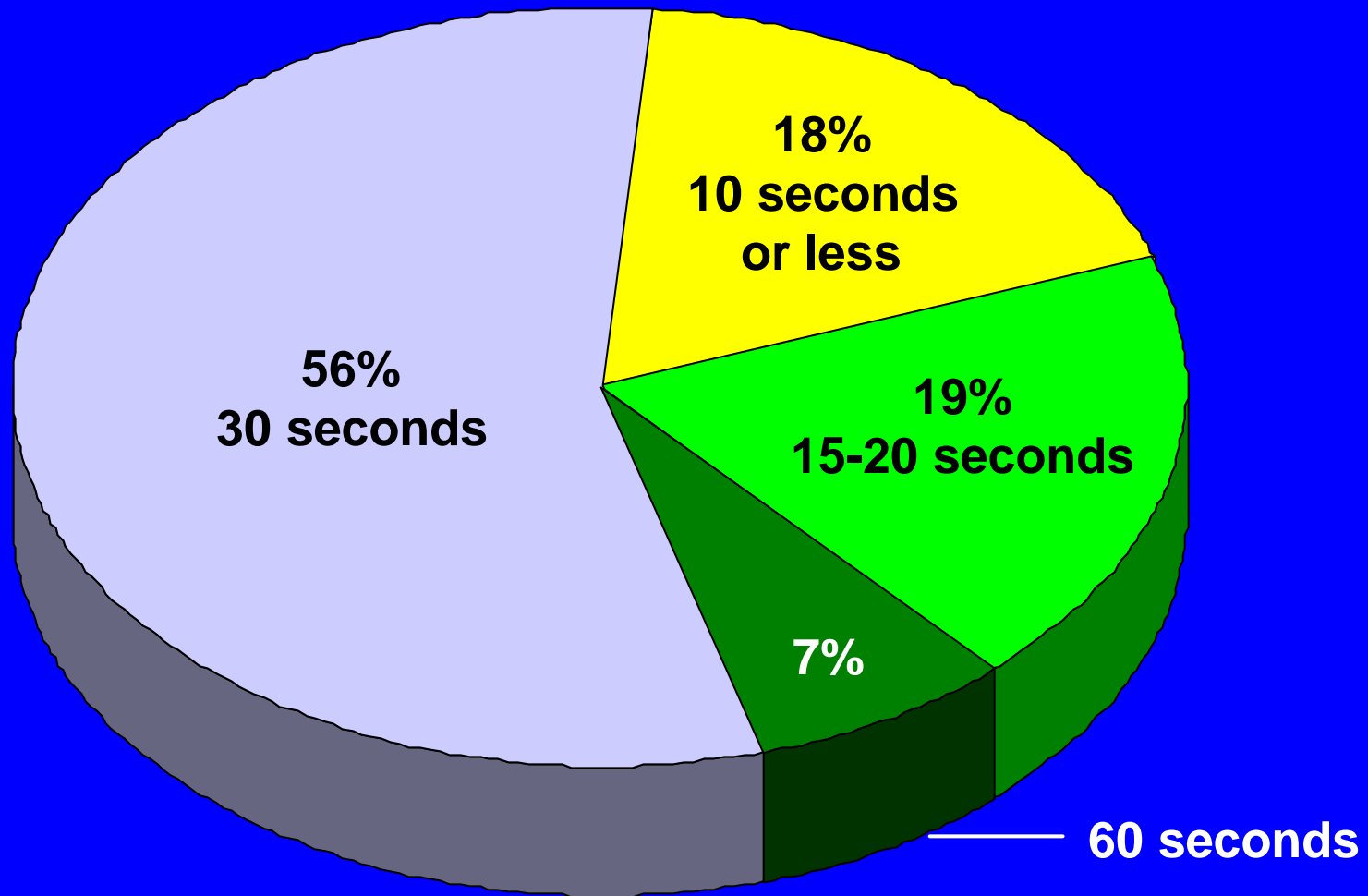


Chart 8

## Topics covered in donated PSAs.

**Children's issues: 37%**

**Health: 27%**

**Drug and alcohol abuse 8%**

**Diseases 8%**

**HIV/AIDS 5%**

**Other sexual health 2%**

**Smoking prevention 1%**

Chart 8

## Topics covered in donated PSAs.

<b>Local groups or events</b>	<b>10%</b>
<b>Civic issues</b>	<b>10%</b>
<b>Fundraising</b>	<b>9%</b>
<b>Volunteerism</b>	<b>9%</b>
<b>Family issues</b>	<b>9%</b>

Chart 8

## Topics covered in donated PSAs.

<b>Education</b>	<b>4%</b>
<b>Environment</b>	<b>4%</b>
<b>Safety</b>	<b>4%</b>
<b>Crime and violence</b>	<b>4%</b>

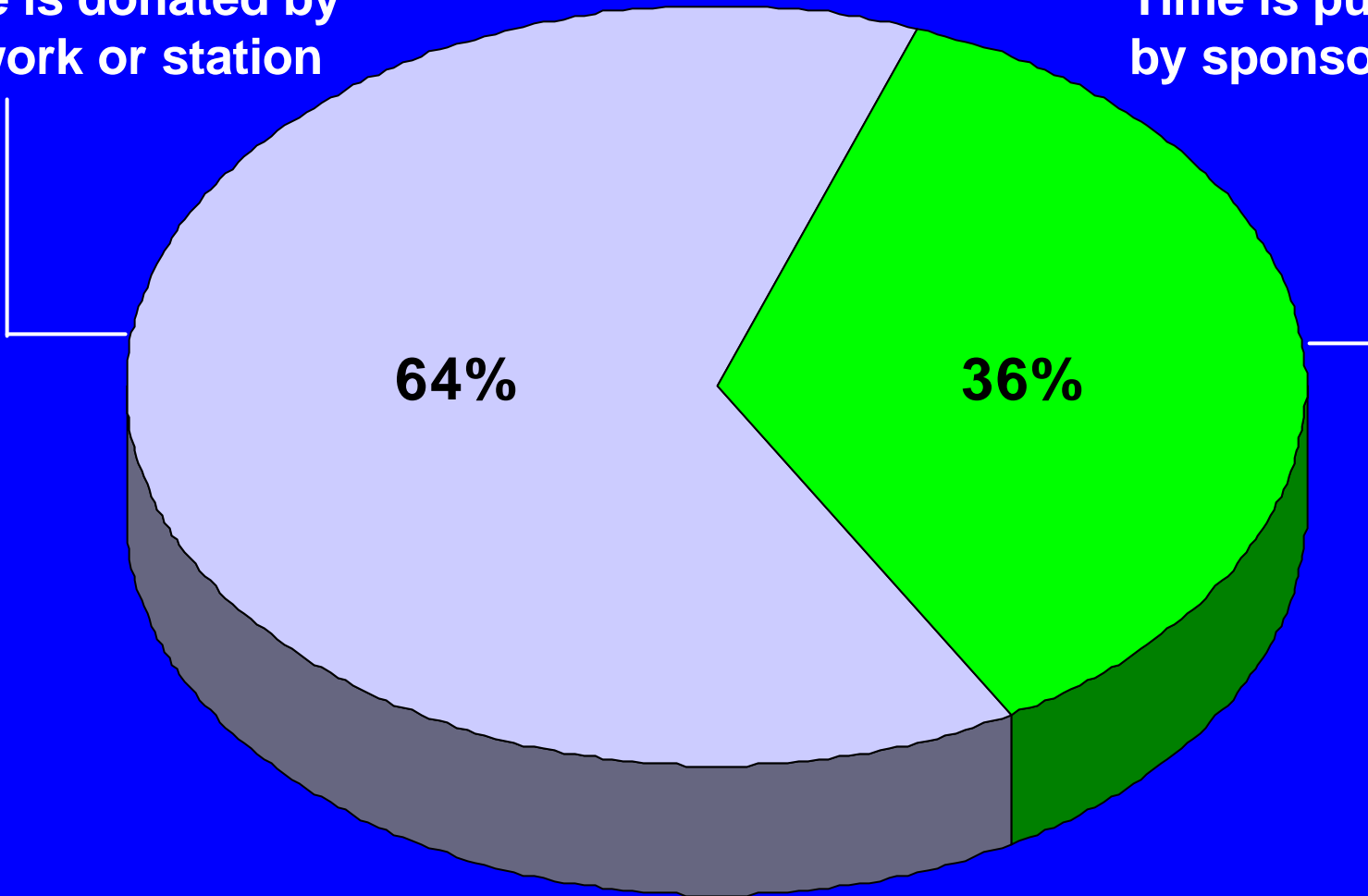
Chart 9

# Donated versus paid public service advertising.

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Time is donated by network or station

Time is purchased by sponsors.



# **Survey Methodology:**

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**513 interviews**

**Broadcast affiliates**

**Census of top 150 markets**

Chart 11

# Factors cited as a “major influence” on airing PSAs:

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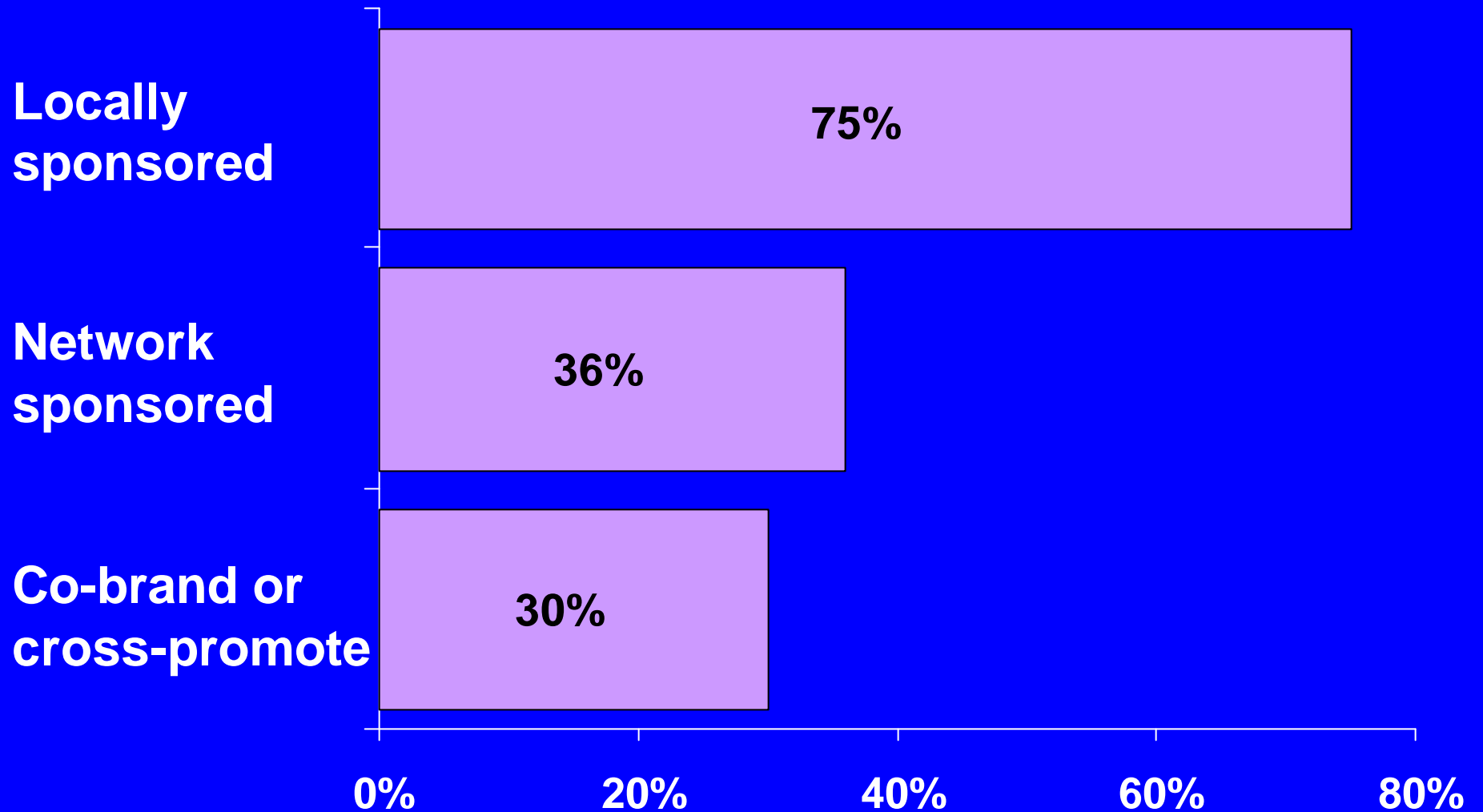


Chart 11

# Factors cited as a “major influence” on airing PSAs:

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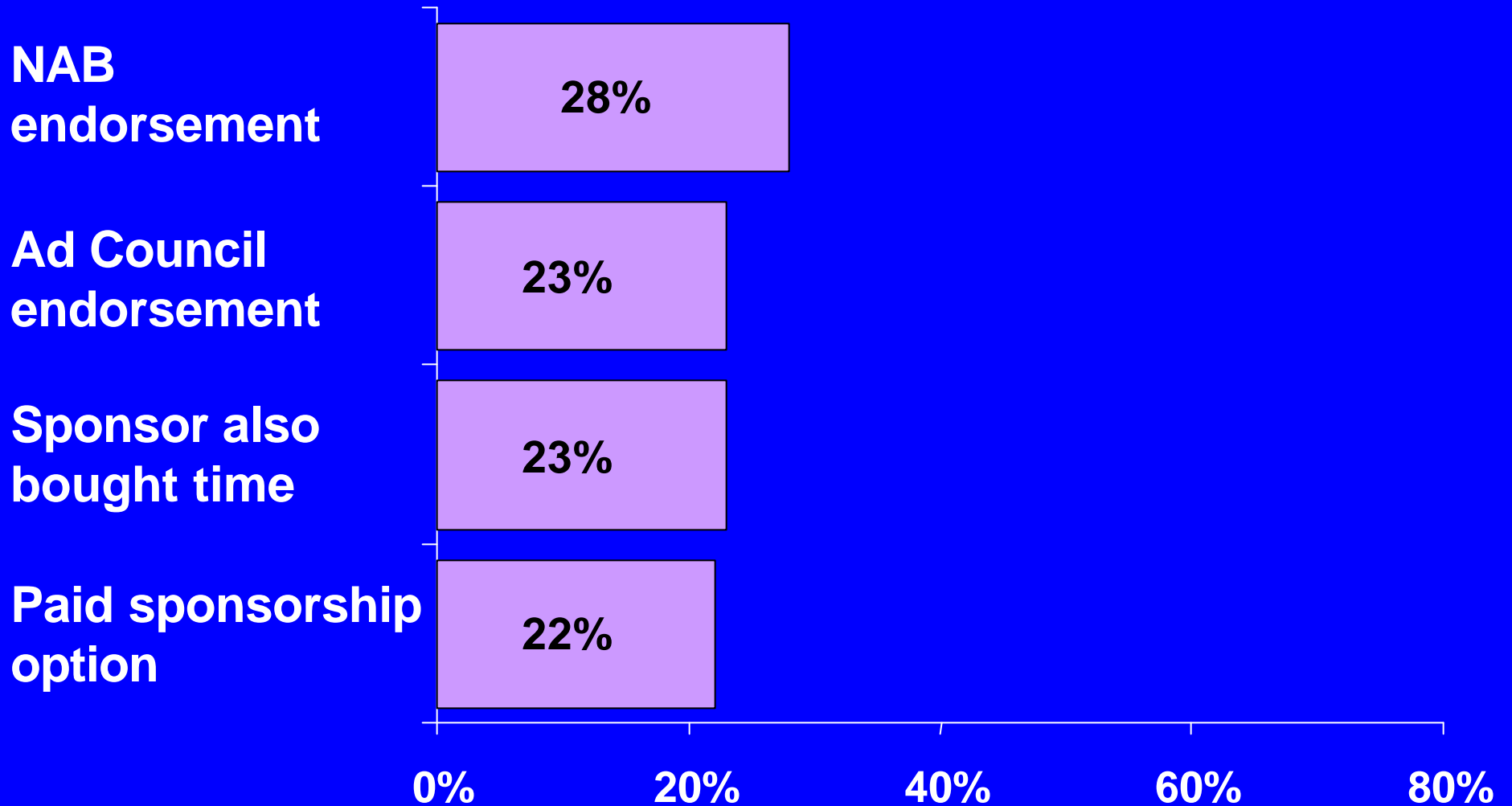


Chart 12

# Percent who are “more” or “less” likely to donate to a group that also buys time:

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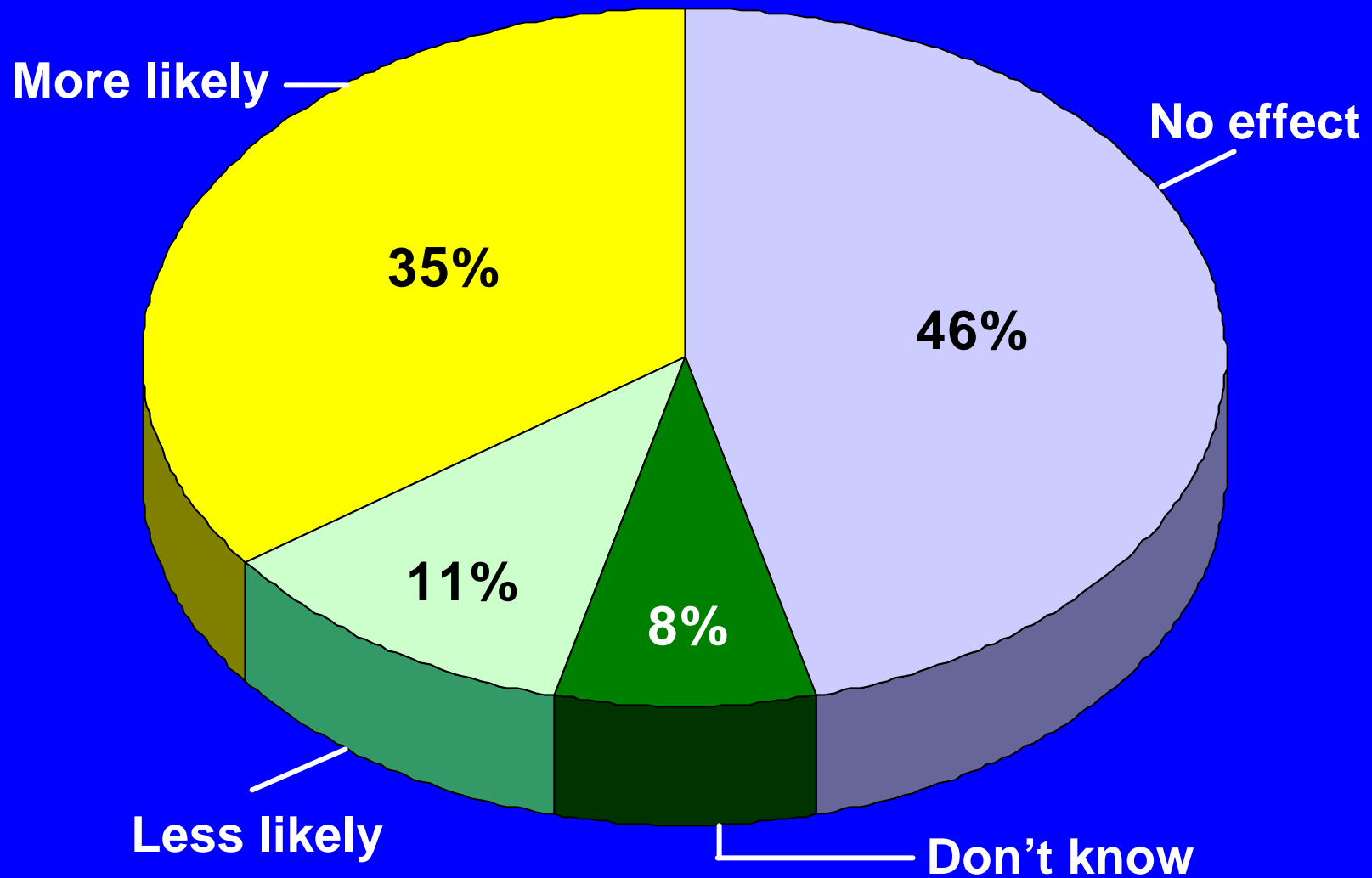
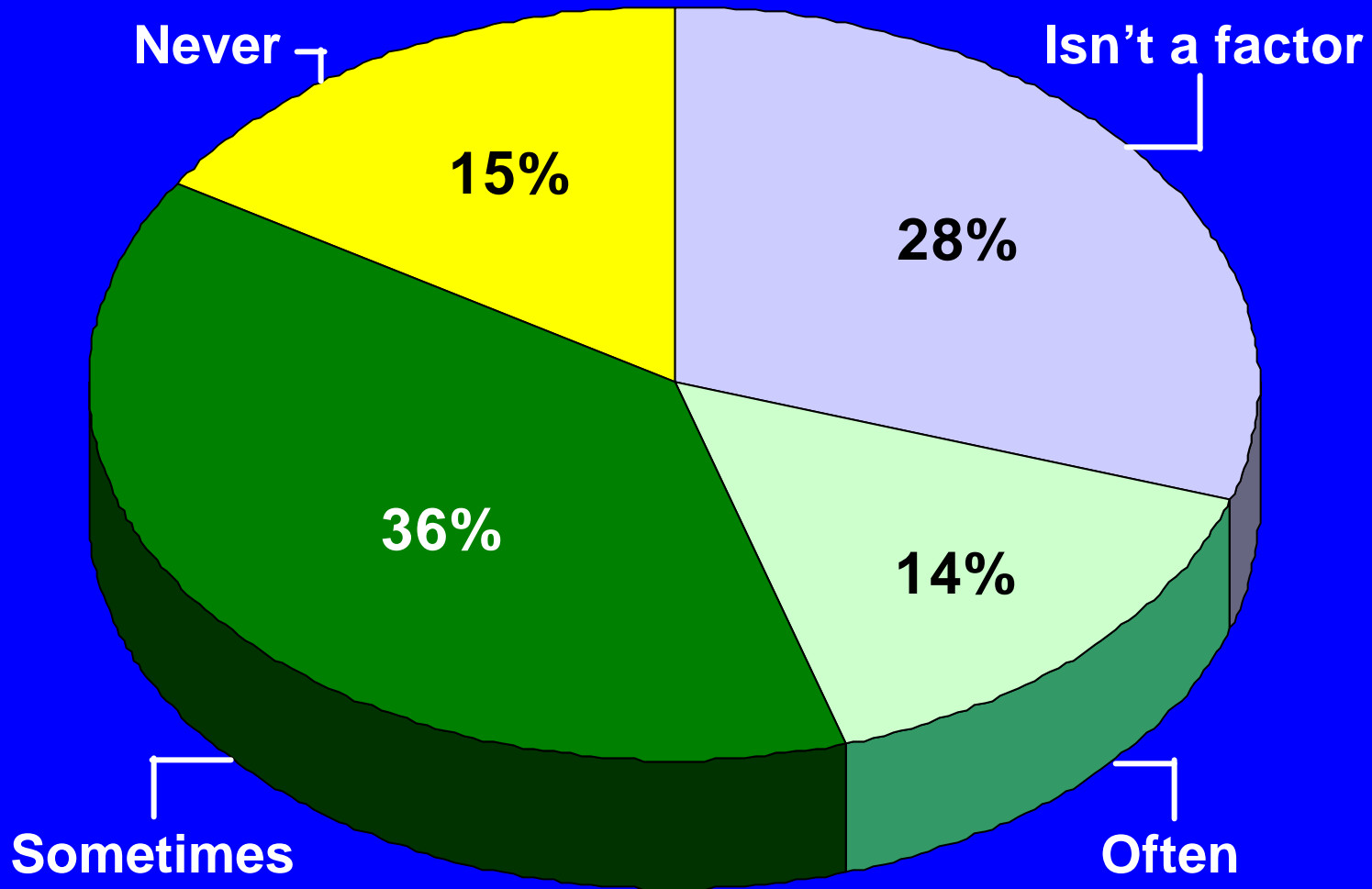


Chart 13

# Percent who donate time that could have been sold to a paying advertiser:

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