



NATIONAL SURVEY OF PUBLIC SERVICE DIRECTORS

February 2002

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

The grid contains numerous small images of advertisements and media content. Some visible text includes: 'nickel', 'CO', 'OLLYWOOD MYST', 'T O B E', 'H E A R D', 'Ad', 'Alb', 'facts & protec', 'night', 'After', '4U', 'FRIE', 'EVIDO', 'Dest', 'ROLLS E ROCKS', '652-53', '10/9c', and 'PLUS'.

INTRODUCTION

Public service advertisements (PSAs) are distributed at both the national and local level in the United States. While networks have the power to make decisions about messages that will get national exposure, much of the decision-making about what gets on the air happens at the local level. In addition to having direct control over a portion of non-programming airtime, affiliates also often have the option to preempt at least some network-provided PSAs.



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The Kaiser Family Foundation is an independent, national health philanthropy dedicated to providing information and analysis on health issues to policymakers, the media, and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.

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In the U.S. today, there are approximately 1,300 commercial broadcast stations and more than 10,000 local cable operators. Many have dedicated staff who make decisions about the station's public service commitments, including PSAs.

To better understand how decisions are made about which PSAs air, the Kaiser Family Foundation conducted a national survey of public affairs directors and others involved in PSA placement at affiliates of the six leading English-language broadcast stations, ABC, CBS, Fox, NBC, UPN, and WB during the summer of 2001. The sample included a census of broadcast network affiliate stations in the top 150 Designated Market Areas (DMAs) in the U.S., which reach an estimated 95 percent of households. A total of 513 interviews were conducted, representing a 76 percent response rate.

Not surprisingly, affiliates tend to give priority to PSAs focusing on local issues or those sponsored by local organizations. In fact, local relevance is named more frequently as compared to any other single issue, including sponsorship or celebrity spokespeople, as important factors in determining whether a PSA is aired. At some stations, endorsements from the network or the National Association of Broadcasters (NAB) as well as the Ad Council, one of the top producers of public service campaigns, carries some added weight.

Many local stations report adopting certain "priority issues" each year. Among the most common priority issues are: family, child, or teen issues; health topics; and drugs and alcohol. Conversely, perceived concerns about how the local audience will respond to a particular message also seems to guide many stations' decision-making. Many public service directors report having guidelines about what topics they will *not* air, including those that are deemed to have a political or religious message as well as those that are considered "controversial" or "too graphic."

While not explicit public education priorities, a majority of stations express interest in airing PSAs that address more sensitive topics, including topics that are sometimes perceived as more "controversial," for example, messages addressing sexual health concerns like the prevention of HIV and other sexually transmitted diseases or teen pregnancy.

As sponsors of public service campaigns have sought new ways to expand the reach of their messages, the traditional PSA has evolved. Network affiliates report a growing influence of these new trends, including co-branding, corporate sponsorship, and paid PSAs. PSAs that have the option for the station to co-brand or those that allow the station to sell the time to a corporate sponsor tend to receive more attention at the local level. Local decision-makers do not believe the trend toward paid public service advertising (where time is purchased by the sponsor just as for commercial advertising) has decreased the amount of time made available to more traditional PSAs aired on donated time. Public service directors say that organizations that have bought time may receive more donated airtime for their messages as compared to a sponsor who relies solely on donated time.

Following is a more detailed summary of findings from the *Kaiser Family Foundation's National Survey of Public Service Directors* about what influences the decisions of network affiliates with regard to public service advertising today.

SUMMARY OF FINDINGS

LOCAL MATTERS

Decisions made at the local level about PSAs tend to gravitate toward local issues sponsored by local organizations: 75 percent identify local sponsorship as a significant determinant in whether a message will be aired, far above any other single factor. (See Exhibit 1.)

Many stations (77%) also identify priority topics to help them choose from among all of the PSAs submitted each year. While the range of topics is both vast and varied, some themes emerge, namely children, teen, or family issues (57%), community issues (40%), health issues (37%), and drugs and alcohol (20%). (See Exhibit 2.)

EXHIBIT 1. Influences

The percent who say each factor is a "major" influence in whether a PSA is aired by their station or not...

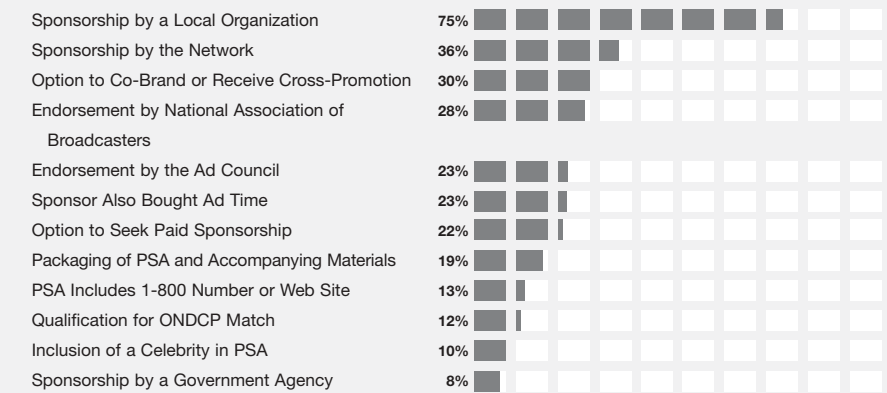
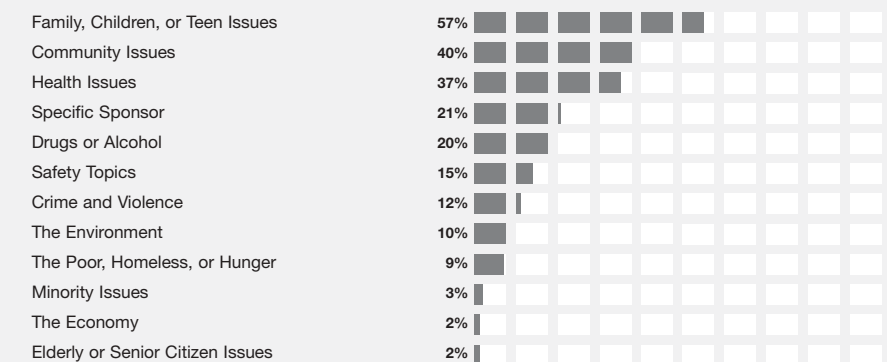


EXHIBIT 2. Priority Topics

The percent who say each is a "priority" topic for their station at this time...



Over half (58%) of stations also have guidelines about what PSAs they will not air. Special interest PSAs (such as those on politics and religion) top the list of unwelcome topics (45%). Other comments include those PSAs that seem “controversial” (23%) or “disturbing” (23%) (See Exhibit 3.) Still, a large percentage of public service directors express interest in taking on some tough issues, including addressing the prevention of HIV and other sexually transmitted diseases, teen pregnancy, and tolerance regardless of sexual orientation. (See Exhibit 4.)

Many local stations now also produce their own PSAs (83%) or work with other organizations to produce co-branded messages (66%). Messages developed by affiliates have included topics ranging from supporting local charity walks or volunteering in the community to reading to children and participating in local blood drives. (See Exhibit 5.)

WHOSE OPINION CARRIES WEIGHT?

While sponsorship by a local organization is rated by more public service directors as a deciding influence, network sponsorship is also identified as important by one-third of local stations (36%) as is the endorsement by the NAB (28%). One in four (23%) stations say campaigns sponsored by the Ad Council get preference. (See Exhibit 1.)

PAYING FOR PUBLIC SERVICE

Local network affiliates are seeing the traditional public service model of donated time and the independent creation of PSAs by organizations being joined by a new genre that includes station co-branding and corporate sponsorship. For example, the majority (80%) of stations believe that paid public service ads—such as the antismoking campaign—have not impacted the amount of time donated to other PSAs. (See Exhibit 6.) And, in fact, among those public service directors who have been asked to document the time devoted to

public service announcements (71%) most (80%) report that they do not include paid campaigns when they are calculating the amount of time they devote to public service advertising. However, more than a third (35%) of public service directors acknowledge that sponsors who pay for time are more likely to receive donated time as compared to those who rely solely on what is available; 46 percent say they give equal consideration to both types of sponsors. (See Exhibit 7.)

PSAs that allow the station to co-brand also have appeal. Over two-thirds of public service directors (66%) say they have worked with organizations to receive cross-promotion in exchange for airing their PSAs. PSAs that allow the affiliate to seek paid sponsorship, that is to receive revenue in exchange for having a corporate sponsor listed on the message, also realize an increased likelihood of airtime (30%). (See Exhibit 1.)

EXHIBIT 3. Guidelines

The percent who say their station will not air PSAs that are...

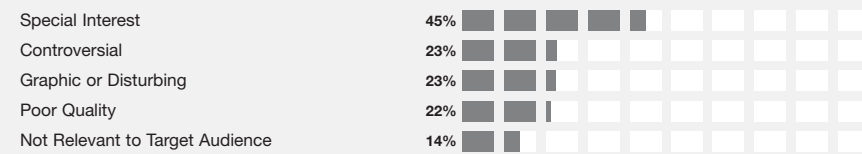


EXHIBIT 4. Sensitive Topics

The percent who say they would be likely to air a PSA on...

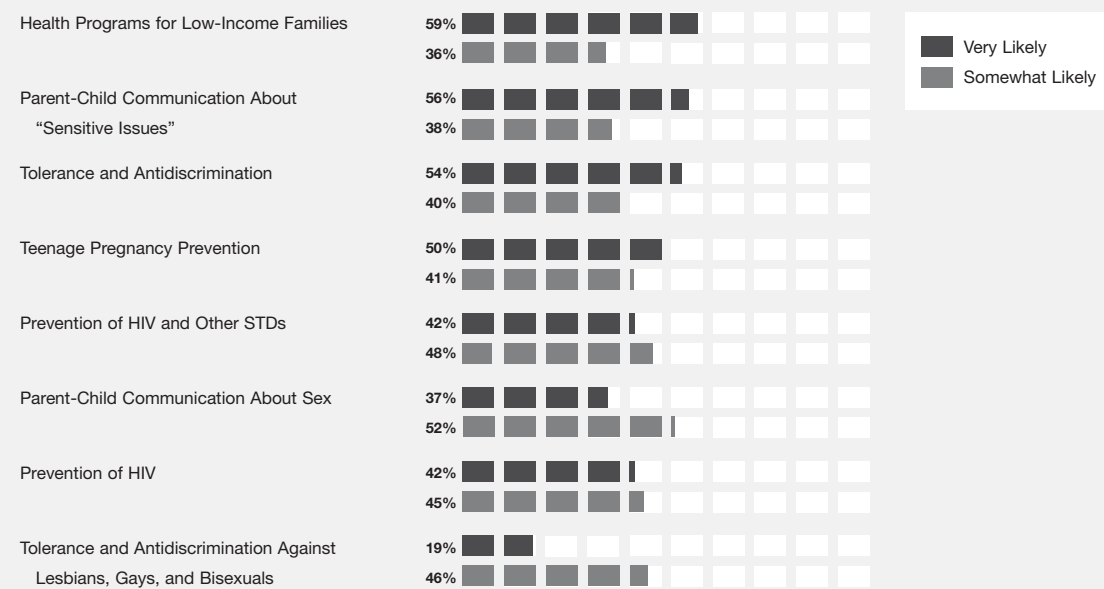


EXHIBIT 5. Station Produced PSAs

The percent who say their station has developed PSAs in the past two years on...

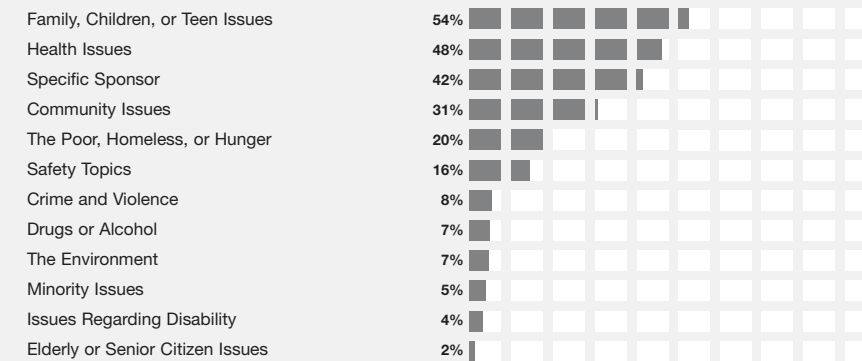


EXHIBIT 6. Impact of Paid PSAs

The percent who say the trend toward paid PSAs has increased or decreased the amount of donated time made available to other PSAs.

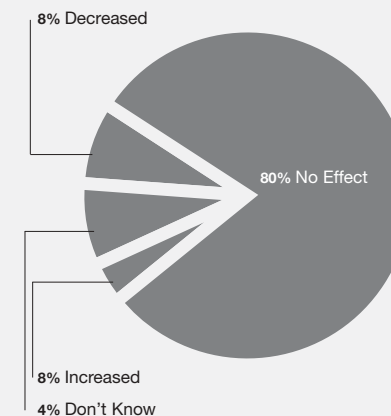
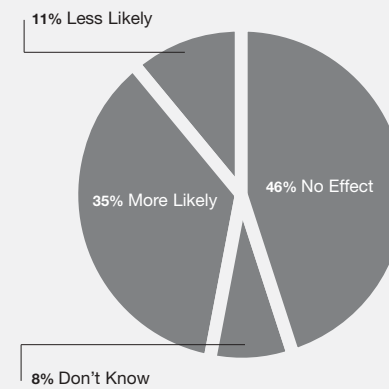


EXHIBIT 7. Paying for Airtime

The percent who say they are more or less likely to donate time to a group that also buys ad time.



TIGHTENING COMPETITION

About half (50%) of the public service directors who have been involved with PSAs over the past five years say the number they receive has increased during this time. At the same time, the number of PSAs that go on air has largely stayed the same (48%) or decreased (35%), according to public service directors. (See Exhibit 8.) In response to this increased “competition” for a limited amount of airtime, some sponsors may be taking steps to make their PSAs stand out in the crowd, like featuring celebrity spokespeople, unique packaging, or special accompanying materials.

However, according to those making the decisions such things do not have much sway. The inclusion of Web sites and toll-free numbers as resources or referrals, perhaps because of their frequency today, hold relatively low importance (13%) when it comes to choosing between messages. (See Exhibit 1.)

TAKING PRIORITY

Many public service directors acknowledge that if there are paying customers they will take priority. Half (50%) factor in whether time made available to public service. One in six (15%) say they never donate time that could have been sold, and one in four (28%) say whether there is a paying advertiser or not does not affect their decision about how much time is devoted to public service advertising. (See Exhibit 9.)

Local affiliates generally air the PSAs sent by their network. However, approximately one in six (16%) say they preempt about half or more and about a third (30%) say they override what is sent by their network at least some of the time. (See Exhibit 10.)

METHODOLOGY

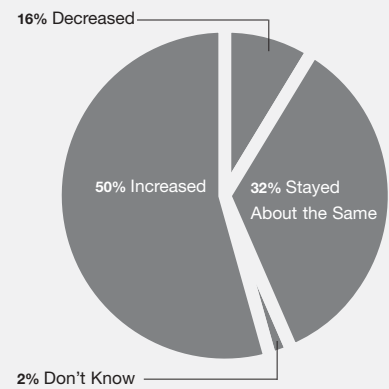
The Kaiser Family Foundation's National Survey of Public Service Directors surveyed public affairs directors, community affairs directors and others involved in the placement of public service announcements at local broadcast television stations. The survey was designed by staff at the Kaiser Family Foundation, and field work was conducted by telephone by International Communications Research (ICR) between June 13, 2001 and July 10, 2001.

The survey included a census of local affiliate stations for the six leading English-language broadcast networks—ABC, CBS, Fox, NBC, UPN, and WB—in the top 150 Designated Market Areas (DMAs). A DMA is a geographic viewing area defined by Nielsen Media Research used to identify TV stations whose broadcast signals reach a specific area and attract the most viewers. While there are currently 210 DMAs throughout the U.S., more than 95 percent of the U.S. household population is estimated to fall within the top 150. A list of broadcast stations and their DMA rank was purchased from Warren Communications.

One person from each local network affiliate “...personally responsible for the selection of which public service announcements are aired by your station...” was selected over the telephone and asked to complete the interview. Of the 770 local network affiliates in the top 150 DMAs, 513 stations completed the interview for a response rate of 76 percent. The margin of error is +/- 2.5% and may be larger for certain subsets presented in the analysis.

Due to high respondent cooperation and the inclusion of all local network affiliate stations in the top 150 DMAs for outreach, no weighting was done for this study as the data reflected the population distribution.

EXHIBIT 8. Airtime Devoted to Public Service
The percent who say the number of PSAs submitted to their station over the past five years has...



The percent who say the number of PSAs aired by their station over the past five years has...

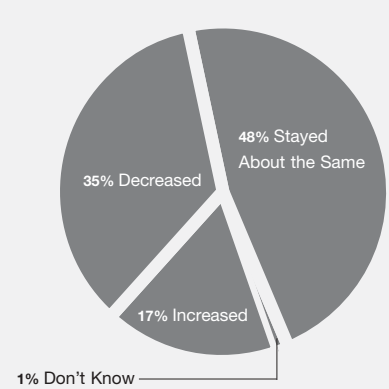
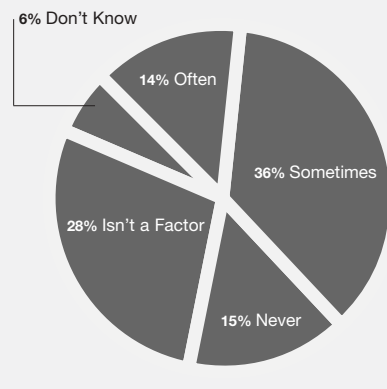
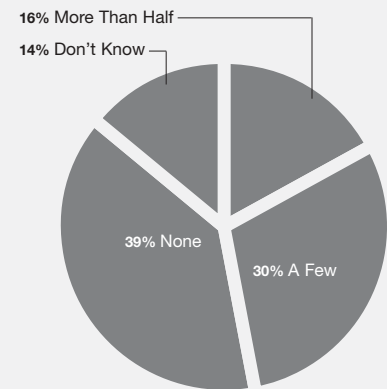


EXHIBIT 9. Donated Time
The percent who say they donate time that could have been sold to a paying advertiser...



Among those who have been involved in decision-making on PSAs at their station for five years or more.

EXHIBIT 10. Affiliates Preempt Network Spots
The percent who say their station preempts some or more of their network's nationally scheduled PSAs.



DETAILED RESULTS

QUESTION 1. Thinking generally about public service announcements, over the past five years do you think the number of PSAs aired ON TELEVISION OVERALL has increased, decreased, or stayed about the same?

	Total	Northeast	Midwest	South	West
Increased	24	27	21	28	19
Decreased	32	27	30	33	35
Stayed About the Same	36	37	41	32	36
Don't Know	8	7	8	7	10
Refused	*	2	1	-	-
n	513	59	151	214	89

QUESTION 2. And how about at your station, over the past five years do you think the number of PSAs AIRED by your station has increased, decreased, or stayed about the same?

[Based on those who have been involved in decision making about PSAs at their station for at least five years.]

	Total
Increased	17
Decreased	35
Stayed About the Same	48
Don't Know	1
Refused	-
n	172

QUESTION 3. What about the number SUBMITTED to your station? Over the past five years, do you think the number of PSAs SUBMITTED to your station has increased, decreased, or stayed about the same?

[Based on those who have been involved in decision making about PSAs at their station for at least five years.]

	Total
Increased	50
Decreased	16
Stayed About the Same	32
Don't Know	2
Refused	-
n	172

QUESTION 4A. Are there any PSA topics or issues that your station has made a special commitment or priority to air at this time?

	Total	Northeast	Midwest	South	West
Yes	77	80	80	73	82
No	22	19	19	27	17
Don't Know	1	2	1	*	1
Refused	-	-	-	-	-
n	513	59	151	214	89

QUESTION 4B. What are the priority topics or issues for your station at this time? Are there any others?

[Based on those who say their station has priority topics.]

	Total	Northeast	Midwest	South	West
Family/Children/Teens	57	68	51	58	59
Community Issues	40	28	48	35	47
Health Issues	37	45	40	37	29
Specific Sponsor	21	17	26	20	18
Drugs/Alcohol	20	32	18	21	16
Safety Topics	15	13	11	15	21
Crime/Violence	12	15	13	11	12
Environmental	10	11	8	10	12
The Poor/Homeless/Hunger	9	6	5	13	8
Minority Issues	3	6	2	3	3
Economy	2	2	3	1	3
Elderly/Senior Citizens	2	-	2	4	1
Other	11	6	9	11	18
None	-	-	-	-	-
Don't Know	*	-	-	1	-
Refused	-	-	-	-	-
n	397	47	121	156	73

Total exceeds 100% due to multiple responses.

QUESTION 5A. Does your station have any guidelines about what PSA topics it will NOT air? These guidelines can be either formal or informal.

	Total	Northeast	Midwest	South	West
Yes	58	64	57	57	58
No	40	34	40	43	39
Don't Know	2	2	3	1	2
Refused	-	-	-	-	-
n	513	59	151	214	89

QUESTION 5B. On what topics will your station NOT air PSAs? Are there any others?

[Based on those who say their station has guidelines.]

	Total	Northeast	Midwest	South	West
Special Interest/Sponsor-Oriented	45	39	49	36	62
Controversial	23	24	22	22	27
Graphic/Disturbing/Violent	23	11	21	31	15
General Quality/Acceptance of Advertisement	22	34	24	20	15
Lack of Connection With Target Audience	14	16	13	14	17
Other	14	16	15	14	12
None	-	-	-	-	-
Don't Know	3	-	3	4	-
Refused	*	3	-	-	-
n	297	38	86	121	52

Total exceeds 100% due to multiple responses.

QUESTION 6. What level of priority does your station place on public service advertising? Would you say it is a high priority, medium priority, low priority, or not a priority at all?

	Total	Northeast	Midwest	South	West
High Priority	21	27	19	20	27
Medium Priority	49	39	50	50	53
Low Priority	25	29	28	25	18
Not a Priority at All	2	-	-	4	2
Don't Know	2	5	3	1	-
Refused	-	-	-	-	-
n	513	59	151	214	89

QUESTION 7. Some organizations have begun buying airtime for public service such as the antismoking campaign. What impact would you say this trend has had on the amount of DONATED time made available to other public service campaigns at your station? Has it increased the amount of time you donated to other PSAs, decreased the amount of time, or has it had no effect one way or the other?

	Total	Northeast	Midwest	South	West
Increased	8	10	7	8	6
Decreased	8	10	9	7	9
No Effect	80	78	79	81	80
Don't Know	4	2	5	3	6
Refused	*	-	-	*	-
n	513	59	151	214	89

QUESTION 8. If an organization buys time for some of its PSAs, would you be more likely or less likely to provide DONATED time for the organization's PSAs, or would it make no difference?

	Total	Northeast	Midwest	South	West
More Likely	35	37	31	38	35
Less Likely	11	8	16	9	8
No Difference	46	47	47	45	46
Don't Know	8	7	6	7	11
Refused	*	-	-	*	-
n	513	59	151	214	89

QUESTION 9. How often would you say your station preempts public service announcements sent by your network either with paid advertising or different PSAs? By preempt, I mean override what is sent by your network. Would you say almost all, about three-quarters, about half, about a quarter, only a few, or none?

	Total	Northeast	Midwest	South	West
Almost All	4	2	6	6	1
About Three-Quarters	4	7	4	3	6
About Half	8	10	7	7	10
About a Quarter	7	7	6	8	7
Only a Few	23	22	21	21	34
None	39	34	44	41	30
Don't Know	14	19	13	14	12
Refused	*	-	-	1	-
n	513	59	151	214	89

QUESTION 10A. Have you ever been asked by station management to document the amount of time your station devotes to public service announcements?

	Total	Northeast	Midwest	South	West
Yes	71	68	70	70	76
No	28	32	30	29	22
Don't Know	1	-	-	1	1
Refused	*	-	-	*	-
n	513	59	151	214	89

QUESTION 10B. When calculating how much time your station devotes to public service announcements, do you include PSAs for which companies or organizations have BOUGHT advertising time, or do you only include PSAs for which your station has DONATED the airtime?

[Based on those who say they have documented time.]

	Total	Northeast	Midwest	South	West
Bought Included	12	18	12	9	13
Donated Only	80	80	77	83	78
Don't Know	8	3	9	9	9
Refused	*	-	1	-	-
n	364	40	106	150	68

QUESTION 11. Many different things influence whether a PSA is aired on a station. For each of the following, please tell me if this has a major influence, minor influence, or no influence at all on your station's decision to air a PSA. [Randomize]

	Total	Northeast	Midwest	South	West
a. Whether it is sponsored by a local organization					
Major Influence	75	66	76	74	81
Minor Influence	15	22	14	15	15
Not an Influence at All	8	7	9	9	3
Don't Know	2	5	1	2	1
Refused	-	-	-	-	-
b. Whether it is sponsored by a government agency					
Major Influence	8	12	8	8	6
Minor Influence	40	37	40	38	46
Not an Influence at All	51	51	50	54	45
Don't Know	1	-	3	*	2
Refused	*	-	-	-	1
c. Whether there is a celebrity in the PSA					
Major Influence	10	22	6	10	9
Minor Influence	39	36	41	42	33
Not an Influence at All	48	42	50	46	54
Don't Know	2	-	3	2	3
Refused	*	-	-	-	1
d. Whether the PSA includes a 1-800 number or Web site for more information					
Major Influence	13	15	14	11	15
Minor Influence	34	34	30	34	39
Not an Influence at All	52	49	55	55	43
Don't Know	1	2	1	*	2
Refused	*	-	-	-	1
e. Whether it is endorsed by the Ad Council					
Major Influence	23	24	21	26	21
Minor Influence	39	39	38	36	45
Not an Influence at All	37	36	41	37	30
Don't Know	1	2	1	*	2
Refused	*	-	-	*	1
f. Whether it is endorsed by the National Association of Broadcasters (NAB)					
Major Influence	28	20	28	32	25
Minor Influence	44	42	44	40	54
Not an Influence at All	27	37	27	28	19
Don't Know	1	-	1	*	1
Refused	*	-	-	*	1
g. Whether it is sponsored by your network					
Major Influence	36	42	27	40	37
Minor Influence	35	31	40	29	40
Not an Influence at All	27	25	31	29	17
Don't Know	3	2	2	2	6
Refused	*	-	-	*	-
h. Whether there is an option for your station to "co-brand" or receive cross-promotion.					
Major Influence	30	31	25	30	38
Minor Influence	35	39	36	36	30
Not an Influence at All	31	27	32	33	28
Don't Know	4	3	7	1	3
Refused	-	-	-	-	-

i. The "packaging" of the PSA (tape) and the accompanying information

Major Influence	19	25	15	22	16
Minor Influence	36	41	37	36	33
Not an Influence at All	44	34	48	42	48
Don't Know	1	-	1	1	3
Refused	-	-	-	-	-

j. Whether the PSA qualifies for the ONDCP match

Major Influence	12	14	11	12	16
Minor Influence	25	29	31	21	21
Not an Influence at All	51	49	48	54	49
Don't Know	11	8	9	12	13
Refused	*	-	-	*	-

k. Whether the organization sponsoring the ad has also bought advertising time on your station

Major Influence	23	20	27	19	27
Minor Influence	35	44	29	40	30
Not an Influence at All	38	35	40	38	38
Don't Know	3	-	4	3	4
Refused	*	-	-	*	-

l. If the PSA allows you to seek paid sponsorship

Major Influence	22	19	26	18	26
Minor Influence	32	36	29	32	35
Not an Influence at All	40	44	38	42	35
Don't Know	6	2	6	8	4
Refused	*	-	1	*	-
n	513	59	151	214	89

QUESTION 12. In thinking about the airtime your station DONATES to public service advertising, which comes closer to how things are done at your station? [Randomize order of 1 & 3; 1/2 sample gets 1, 2, 3, 4; other 1/2 gets 3, 2, 1, 4.]

	Total	Northeast	Midwest	South	West
1. You never donate time that could have been sold to a paying advertiser	15	14	18	13	15
2. You sometimes donate time even if it could have been sold to a paying advertiser	36	44	36	32	42
3. You often donate time even if it could have been sold to a paying advertiser	14	15	14	15	12
4. Whether or not there could have been a paying advertiser isn't a factor in your decision	28	22	25	32	27
Don't Know	6	5	6	7	4
Refused	*	-	1	*	-
n	513	59	151	214	89

QUESTION 13. Who would you say has the primary decision making authority as to which PSAs will be aired on your station?

	Total	Northeast	Midwest	South	West
Respondent	80	80	82	79	78
Promotions/ Public Relations Management	8	8	5	12	7
General Management Group/ Committee Decision	11	10	12	10	12
Other	2	2	1	2	1
Don't Know	1	2	1	-	3
Refused	-	-	-	-	-
n	513	59	151	214	89

QUESTION 14. Has your television station developed its own public service announcements, that is PSAs that are "branded" by your station?

	Total	Northeast	Midwest	South	West
Yes	83	90	79	83	87
No	16	8	20	16	13
Don't Know	1	2	1	1	-
Refused	-	-	-	-	-
n	513	59	151	214	89

QUESTION 15. In the last two years, on what topics has your station developed its own PSAs? Are there any others?

[Based on those who say their station has developed their own PSAs.]

	Total	Northeast	Midwest	South	West
Family/Children/Teen	54	49	51	55	62
Health Issues	48	60	49	42	48
Specific Sponsor	42	49	45	39	40
Community Issues/ Resources/Events	31	34	32	28	34
The Poor/Homelessness/ Hunger	20	23	11	25	22
Safety Topics	16	15	15	16	21
Crime/Violence	8	2	6	10	13
Drugs/Alcohol	7	8	9	6	9
Environmental Issues	7	4	7	8	9
Minority Issues	5	8	5	6	4
Issues Regarding Disability	4	6	6	2	5
Elderly/Senior Citizen	2	-	-	5	-
Other	11	9	11	9	18
None	1	2	2	-	-
Don't Know	2	2	2	3	1
Refused	*	-	-	1	-
n	427	53	120	177	77

Total exceeds 100% due to multiple responses.

QUESTION 16. Has your station worked with other organizations to produce "co-branded" PSAs?

	Total	Northeast	Midwest	South	West
Yes	66	66	72	62	69
Do	32	32	26	37	29
Don't Know	2	2	2	1	2
Refused	-	-	-	-	-
n	513	59	151	214	89

QUESTION 17. Thinking about some specific issues, how likely would your station be to air a PSA on (Insert Issue)? Very likely, somewhat likely, not too likely, or not at all likely. [Randomize A-H; split sample a or b; d or e; f or g.]

	Total	Northeast	Midwest	South	West
a. Prevention of HIV and other sexually transmitted diseases					
Very Likely	42	43	40	40	47
Somewhat Likely	48	50	43	53	43
Not Too Likely	7	7	10	6	6
Not at All Likely	*	-	1	-	-
Don't Know	3	-	6	1	4
Refused	-	-	-	-	-
n	258	28	72	107	51
b. Prevention of HIV					
Very Likely	42	39	37	48	39
Somewhat Likely	45	45	51	40	50
Not Too Likely	8	16	9	6	5
Not at All Likely	1	-	1	1	3
Don't Know	4	-	3	6	3
Refused	-	-	-	-	-
n	255	31	79	107	38
c. Health programs for low income families					
Very Likely	59	53	56	60	64
Somewhat Likely	36	42	38	35	31
Not Too Likely	3	3	1	3	3
Not at All Likely	*	-	1	*	-
Don't Know	2	2	4	1	1
Refused	-	-	-	-	-
n	513	59	151	214	89
d. Tolerance and antidiscrimination					
Very Likely	54	48	53	59	47
Somewhat Likely	40	41	42	38	41
Not Too Likely	3	7	3	1	4
Not at All Likely	1	-	1	1	-
Don't Know	2	3	1	1	6
Refused	*	-	-	-	2
n	257	29	76	101	51
e. Tolerance and antidiscrimination against lesbians, gays, or bisexuals					
Very Likely	19	33	23	14	13
Somewhat Likely	46	40	41	48	55
Not Too Likely	21	23	19	23	18
Not at All Likely	7	3	7	10	3
Don't Know	7	-	11	5	11
Refused	-	-	-	-	-
n	256	30	75	113	38

QUESTION 17 continued

	Total	Northeast	Midwest	South	West
f. Parent-child communication about "sensitive issues"					
Very Likely	56	76	60	52	49
Somewhat Likely	38	21	36	42	44
Not Too Likely	2	3	-	4	-
Not at All Likely	*	-	-	1	-
Don't Know	2	-	4	1	4
Refused	*	-	-	-	2
n	255	29	77	104	45
g. Parent-child communication about sex					
Very Likely	37	27	34	39	43
Somewhat Likely	52	63	49	53	48
Not Too Likely	7	10	9	5	5
Not at All Likely	*	-	1	-	-
Don't Know	4	-	7	3	5
Refused	-	-	-	-	-
n	258	30	74	110	44
h. Teenage pregnancy prevention					
Very Likely	50	51	41	54	53
Somewhat Likely	41	44	45	38	39
Not Too Likely	5	5	8	5	2
Not at All Likely	1	-	2	1	-
Don't Know	3	-	4	2	6
Refused	*	-	-	*	-
n	513	59	151	214	89

QUESTION 18. How long have you been involved in making decisions about PSAs at this station?

	Total	Northeast	Midwest	South	West
Less Than 1 Year	14	15	13	15	11
1 Year	19	14	19	22	18
2 Years	17	15	19	14	21
3 Years	10	17	8	8	11
4 Years	7	7	7	9	4
5-9 Years	15	12	17	16	11
10 Years or More	19	20	19	16	21
Refused	*	-	-	-	1
Mean	5.75	5.88	5.66	5.78	5.74
n	513	59	151	214	89

QUESTION 19. To which network is your stations' PRIMARY affiliation?

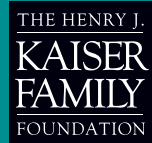
	Total	Northeast	Midwest	South	West
ABC	21	19	25	20	17
CBS	23	22	25	21	27
NBC	23	25	25	23	19
Fox	20	24	18	22	16
WB	6	3	5	7	10
UPN	8	8	4	10	10
n	513	59	151	214	89

Total exceeds 100% due to multiple responses.

QUESTION 20. How many people work at your location?

	Total	Northeast	Midwest	South	West
Less than 50	22	8	22	24	26
50 to Less than 100	33	32	44	29	24
100 to Less than 150	26	34	19	29	26
150 to Less than 200	11	17	10	8	15
200 to Less than 250	4	5	3	5	7
250 to Less than 300	2	2	1	3	1
300 or More	1	2	1	1	1
Don't Know	1	-	-	1	1
Refused	*	-	-	*	-
n	513	59	151	214	89

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