



ON AIR

## Traditional Radio PSA



### Introduction

The Public Service Network (PSN) offers broadcast radio placement of 15, 30 and 60 second audio public service announcements (PSAs) by government agencies and nonprofits.

A customized pitch list of radio stations is prepared for client approval to ensure that key stations are contacted directly to facilitate station carriage. In addition, an HTML media advisory that includes PSA transcript and audio file download links will be prepared and distributed to more than 7,000 opt-in radio stations nationwide. The media advisory will be distributed on two separate occasions, at scheduled intervals. An electronic business reply card will be included in the advisory. Electronic business replies will be tallied to collect airing data from stations.

PSN reaches out directly to the nationwide, regional, and state broadcast networks with which it has ongoing communication to achieve a broader carriage commitment. Those networks include Clear Channel Communication, Westwood One, Radio America and Univision Radio, among others. Gaining distribution commitment at the network level is an efficient way to achieve national PSA placement and successful campaign outcomes.

### PSA Distribution and Guaranteed Placement

To achieve best possible carriage opportunities, pitch calls are made to the top 35 target markets or DMAs (300 stations) to request placement. This practice solidifies relationships with the stations and facilitates regular updates and feedback. PSAs are distributed electronically to targeted radio station and networks.

### Tracking and Reporting

Follow-up calls are also conducted to track PSA placement and provide usage reports that include reach, frequency of airing, gross impressions and ad equivalency rates.

### Evaluation

Nielsen tracking and reporting is available upon request.

### PSN Radio Highlights

- Up-to-date opt-in database of more than 7,000 radio stations
- Nationwide or targeted state distribution
- Station pitching with PSA placement requests
- English and Spanish campaigns
- Nielsen tracking and reporting is available upon request

