



The Importance of Promotion in the Era of Digital Distribution Using Push and Pull Tactics

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We are living in a digital world, which is revolutionizing the way we do business. There is perhaps no better example than how the digital transformation is affecting distribution of public service advertising campaigns.

Two years ago, we adapted digital distribution as the standard method of disseminating our client TV PSA campaigns. We had some great concerns about this new way of getting video assets to the media, but we had to address two immutable facts:

- Digital distribution is how the media – or at least the TV media - wants to receive PSA messages
- The cost of sending High Definition video tapes was prohibitively expensive

To place promotional tactics in the appropriate context, following is a brief overview of how we make PSAs available to the media:



We distribute our client's PSA campaigns through **Extreme Reach**, the premier ad distribution platform for digital video assets. Approximately 2,000 local broadcast stations, cable systems and networks will be notified of our PSA's availability and can access them in their preferred format through their ER dashboard.

We also created our own digital download platform called **PSA Digital**, where the media can both preview and download client PSAs. On this site, we provide background information on both the sponsoring organization, as well as the campaign itself. To access our site, go to:

www.portal.goodwillcommunications.com/PSADigital.aspx.

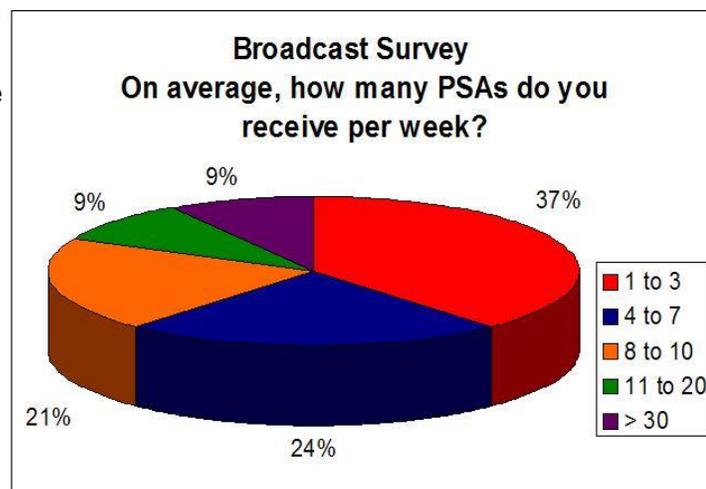
Finally, the National Association of Broadcasters maintains a PSA download site called **Spot Center**, where our client PSAs are posted.



Promotion Rationale

The purpose of this article is to explain **how** we promote our client campaigns, but perhaps the larger and more important question is **why?** Here are some answers to that question:

- Media gatekeepers are the PSA decision-makers. While some distributors emphasize the importance of reaching the ultimate public, if you do not engage media gatekeepers in your campaign, your PSAs have no chance of getting on the air.
- We can no longer depend on the intrusive nature of hard copy PSA packages landing on the media gatekeeper's desk, which are much harder to ignore.
- In an increasingly troubled world, more organizations are producing PSAs, resulting in a very competitive environment. As this graphic demonstrates, nearly **40%** of stations report receiving from **8-30 PSAs weekly**. Aggressive promotion helps us gain a competitive edge over other non-profits seeking airtime.
- Diffused decision-making. In the analog world, we had the names of all the PSA decision-makers in our distribution database – typically the Community Affairs Director or PSA Director. Using digital distribution, there are a number of people at the station who might be receiving digital assets, so we have to be sure that the PSAs get to the ultimate decision-maker.

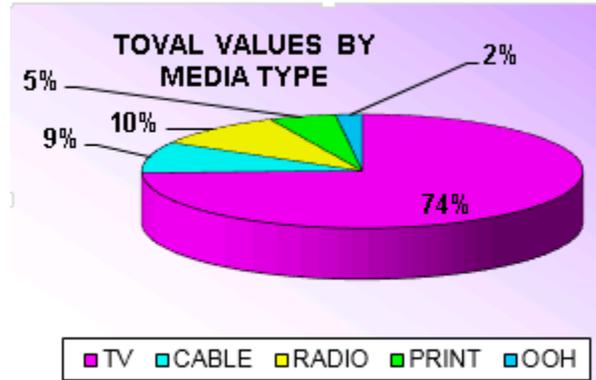


- Promotion helps us educate and engage the media gatekeeper on the client's cause or issue.

Media Engagement Tactics

Promotional tactics have been a hallmark of the PSA campaigns we have distributed for years. It is our view that the organizations which adopt creative and aggressive promotional activities will get more than their share of PSA time and space.

There are a variety of ways to inform, educate and engage the media in your issue, but given space limitations, we cannot address them all. Given typical budgets, broadcast TV accounts for a majority amount of the exposure in multi-media campaigns. Accordingly, we spend much more time cultivating both national and local TV community affairs directors via various promotional tactics, including:



INSPIRE KIDS TO DO

YOUR PSA DOWNLOAD IS A CLICK AWAY.
You can quickly and easily download broadcast quality TV PSA files from any of these links below:

- ExtremeReach**
ExtremeReach
- NAB PUBLIC SERVICE**
NAB Public Service
- PSA Digital**
PSADigital

4-H GROWS HERE

4-H was founded on the belief that when kids are empowered to pursue their passions and chart their own course, their unique skills grow and take shape, helping them to become true leaders in their lives, careers and communities.

Our latest *Inspire Kids to Do* Campaign gives kids more opportunities to do and helps grow leaders ready to navigate life and career. This movement will bolster the path for 4-H to empower *10 million true leaders*, youth who navigate life challenges, pursue passions and contribute to the world around them by 2025.

The new TV PSAs highlight the importance of kids doing activities with purpose through hands-on learning. They are available in :15, :30 and :60 lengths. For more information, go to: www/4-h.org

Anyone can really make a difference.

TV PSAs

Please run these PSAs to spread the word about youth volunteerism through the Action Team and encourage your viewers to find out how to start a team or join one in their communities.

1 Extreme Reach, the premier digital distribution company in the country. To access VCA files we first go to www.ExtremeReach.com, enter your access credentials and then use the search tool to find the VCA TV PSA.

2 National Association of Broadcasters' download site called Spot Center at <http://www.nab.org/>

3 You can download them from our PSA Digital website at www.PSADigital.com

MAJOR LEAGUE BASEBALL PLAYERS AND HIGH SCHOOL STUDENTS JOIN FORCES TO HELP THEIR NEIGHBORS IN NEED.

Major League Baseball players and high school students have something in common. They care about the places they call home. And that's why they've joined forces to help those who have been left behind in their own communities by forming Action Teams in their high schools.

Through the Action Team, more than 250,000 high school students have helped more than 250,000 of their neighbors in need. The new program is available to high school students everywhere. In fact, there are no limits on the number of high schools across the United States, including Alaska, Hawaii, and Washington, D.C.

Co-chairs of the Major League Baseball Players Trust and Volunteers of America, Action Teams receive complimentary T-shirts, posters, brochures and exclusive on-line resources to support their efforts to encourage others to get involved.

Dear Public Service Director:
Please take a moment to complete the following information. It will help us determine the kind of TV PSA material you want to receive in the future.

Mail this postcard to: **PSA Download**
12000 Old Dominion Blvd, Suite 1000
Richmond, VA 23234

ADRESSES BLOCK (Photo Information)

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 1000 RICHMOND, VA

GOODWILL COMMUNICATIONS INC
8322 YANKEE HOUSE DR
Lynchburg, VA 23902-9904

- Blast Emails/Postcards

With digital distribution as the primary way to get PSAs to TV outlets, we employ well-designed blast emails which are sent to local stations and

networks to provide campaign background and to inform them where the PSAs can be downloaded. We also send hard copy postcard reminders to stations with an evaluation bounce-back card. We take this extra step just in case our clients' PSAs were used by a local cable system or network that is not monitored by Nielsen. This ensures we do not miss any usage data that should be reported to our clients. In the case of local cable systems they are not monitored by Nielsen, so self-reporting is our only evaluation option.

TV PSAs HRSA

Health Resources & Services Administration

"Sam Wyche" :60 / :30



My name is Sam Wyche. About a year ago I had a heart transplant. My life was saved on the last day that I was supposed to be on this planet, and now I know what a miracle that is. I don't know who my donor was, but the person saved my life. Over a hundred and thirty million people have already signed up and they have one thing in common—they want to save lives. Please sign up to be an organ, eye, and tissue donor. You don't want to miss your chance to save a life.

"CARLEE / BALLET" :60



My name is Carlee. I am 15 years old and I am a heart recipient. I got my first heart transplant when I was one and a half years old. I got my second heart when I was 13. When I step out onstage I know I'm communicating with people. I would like to tell them that I want to make a change in the life. First, you can have two heart transplants, but it doesn't stop you from being the person that you love. I often get my donors from, of course I'm going to try you to be an organ donor because we have saved lives. But also that I can't save somebody don't fit just the beginning of a new story. This gift of life was made possible by an organ donor. Imagine what you could make possible. Learn more and sign up to be an organ, eye, and tissue donor. Go to organ donor.gov.

"BLAKE" :30



My name is Blake. I received a heart transplant when I was two weeks old. I play defense for the United States. Sometimes my heart starts pounding faster and faster as I go. I know these someone else's heart inside me. It means that they have, because someone was generous enough to give me a second chance to live. This gift of life was made possible by an organ donor. Imagine what you could make possible. Sign up to be an organ, eye, and tissue donor. Go to organ donor.gov.

"CHRIS" :60



Chris is a husband, father and athlete. Even an Iron man, but ten years ago Chris's kidneys were failing. The doctor said, "If you don't do dialysis, if you don't get a kidney transplant, you are going to die." Then Chris received a second chance made possible by an organ donor. You can help change lives from loss of those to better lives ahead. Imagine what you could make possible. Learn more and sign up to be an organ, eye, and tissue donor. Go to organ donor.gov.



TV PSA TRAFFIC INSTRUCTIONS

To: Traffic Directors

FROM: DAV

DATE: June 4, 2018

We have just sent the digital files below. Please forward them to the Public service director at your station.

| Code | Ad Title | Language | Length | Advertiser |
|--------------|--------------------------------------|----------|--------|----------------------------|
| DVET0017000H | Victories + Bobby, Mike, and Carmen | English | 30 | Disabled American Veterans |
| DVET0018000H | Victories + Wade, Armando, and Jason | English | 30 | Disabled American Veterans |
| DVET0019000H | Victories + Bobby, Carmen | English | 30 | Disabled American Veterans |
| DVET0020000H | Victories + Mike, Jason | English | 30 | Disabled American Veterans |
| DVET0021000H | Victories + Armando, Wade | English | 30 | Disabled American Veterans |
| DVET0022000H | Victories | English | 15 | Disabled American Veterans |

● Storyboards

Storyboards, which capture the key scenes of the TV PSA, are posted to the digital download site maintained by Extreme Reach, the premier digital distribution platform in the country.

● Traffic Instructions

Since many TV PSAs are downloaded by station Traffic Directors, rather than the public service director, we prepare Traffic Instructions which list the titles, spot lengths and language for the PSAs. These instructions provide the stations all they need to schedule our client PSAs, including the AD ID Codes, titles, lengths, languages and the client name.

Media Outreach

One of the more positive trends over the past decade has been the explosive growth in national cable networks. Many of these are known as "niche networks," because they serve very specific viewer interests. After each client campaign has been distributed, our outreach specialist, Margaret Kessler, contacts each of the networks to encourage them to use the PSAs and provide any additional background information they may need.

Without these tactics, and others we employ, essentially you are dark to the media. You must tell the media where they can see and download PSAs in this new digital distribution world; you must aggressively promote them, and if you do not, your PSAs are not likely to see the light of day.

