

The Technology of PSA DISTRIBUTION

Media Download Tactics in the Digital Age

By James Baumann, COO

For years the model has been the same – non-profits and government agencies relying on the generosity of media outlets to disseminate their public interest messages to the media via donated advertising time and space. As the internet evolved and matured from a dial up digital encyclopedia to a daily dependency for people and businesses alike, traditional media outlets – TV, Radio, Out of Home, even the print media – had to evolve their production practices to keep up with this new technology standard.



TV PSAs Traffic Instructions

TO: Traffic Directors
FROM: HRSA
DATE: September 1, 2017
SUBJECT: ORGAN DONATION
MESSAGE:

We have just sent the digital files below. These are English TV PSAs from HRSA about Organ Donation. Please forward these files to your public service or community affairs director.

THESE PSAs DO NOT EXPIRE

Code	Ad Title	Language	Length	Advertiser
7CR00017000H	Blake	English	:30	Health Resources and Services Administration
7CR00016000H	Carlee	English	:50	Health Resources and Services Administration
7CR00014000H	Carlin	English	:30	Health Resources and Services Administration
7CR00020000H	Chris	English	:50	Health Resources and Services Administration
7CR00028000H	Chris	English	:30	Health Resources and Services Administration
7CR00019000H	Chris	English	:15	Health Resources and Services Administration

The internet not only created a new media category – with endless options of entertainment and information available with a simple key stroke, but also delivered on the promise of being an information “super highway” for business transactions and data/content sharing.

Included in the content traveling along this super highway are the ads we see that not that long ago traveled by way of tape on a UPS or FedEx truck. The way TV spots are distributed and aired these days is the picture of efficiency and what used to take days takes minutes. Great – Right?

Push Strategy

Right. It has never been easier to disseminate your PSA **if you have the right distribution partner**. Like most PSA companies we use ExtremeReach – the industry leader in distributing digital content to media outlets nationwide

using what is called a “push strategy”. Like all the paid spots that get pushed out to stations and networks for paid media, our client TV PSAs get pushed to every local and national ad supported TV media outlet in the country.

However, unlike the old analog days, there is no hard copy tape landing on the media gatekeeper’s desk, so we use a variety of promotional tactics to ensure that the media decision-makers know about our PSAs and how to download them. These include: blast emails, Traffic instructions and hard copy mailers which include links to the Extreme Reach site where PSAs can be downloaded.

Pull Strategy

In addition to pushing spots out via Extreme Reach, we also use a pull strategy which involves encouraging the media to download our client PSAs from two different digital platforms. The National Association of Broadcasters has a dedicated platform called NAB Spot Center where campaigns can be downloaded in broadcast ready formats. (<https://psa.nab.org/>)

Client PSAs are also posted in multiple formats so they can be downloaded from our own platform – PSADigital.

<https://portal.goodwillcommunications.com/PSADigital.aspx>

While these high-tech platforms for distributing your PSAs to the media may seem quite simple, they are not. There are a myriad of logistical details

regarding file format, file size, media outlet specific requirements, notification, and promotional tactics to deal with. This is where your agency, post production team and distribution partner play a vital role in the successful delivery of your important messages.

For a more in-depth article on digital distribution, go to our PSA Research Center by clicking on: [DigitalDistributionAndEvaluation.html](#)

James is Chief Operating Office of Goodwill Communications, a company that specializes in multi-media distribution and evaluation of PSA campaigns. He was formerly Senior VP/Media at the Advertising Council.



WHAT WE DO

Every year, DAV helps more than a million veterans, of all generations, as they face and conquer their challenges – connecting them to the health care, employment, education, and financial benefits they’ve earned. In 2016, DAV helped veterans file more than 300,000 claims for VA benefits and secured more than \$4 billion in earned benefits for veterans, their families, and survivors.

HOW YOU CAN HELP

There are three ways to view and download broadcast quality PSAs:

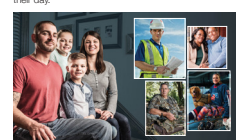
ExtremeReach
ExtremeReach

Victories for Veterans -15 - DVE7002000H
Victories for Veterans -30 - DVE7002000H
Victories for Veterans -60 - DVE7002000H
Victories for Veterans -90 - DVE70031000H (Spanish)

You can also download the PSAs at:

NAB
PUBLIC SERVICE
NAB Public Service

PSA
Digital
PSADigital





TV PSAs TO DOWNLOAD

Goodwill Communications Inc.
8122 Theville House Drive
Lorton, VA 22070

Dear Public Service Director,

Thank you for your support for World Vision! Please complete the following information, so we can provide the kind of PSA material you'd like to receive in the future.

What is the preferred or accepted method of digital download to your station? Other (specify) _____

How do you want to be notified about new PSA campaign availability?
 Email _____
 None

Please tell us about your PSA schedule for the following:

Title	# times per week	# weeks aired
Just Add Water -60	1-3 4-5 7-9 10-12 16+	1-3 4-5 7-9 10-12 16+
Just Add Water -30	1-3 4-5 7-9 10-12 16+	1-3 4-5 7-9 10-12 16+
Just Add Water -15	1-3 4-5 7-9 10-12 16+	1-3 4-5 7-9 10-12 16+

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. We serve all people, regardless of religion, race, ethnicity, or gender.

