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ideas that generate change
for nonprofits

THE DEFINITIVE GUIDE TO PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

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Public service announcements (PSAs) are the most powerful communication tool available to nonprofit marketers. They are also the most cost-effective and direct way to raise awareness of an issue to a mass audience.

Utilized by 501(c)(3) tax-exempt nonprofit organizations, social causes, and government programs, PSA campaigns can highlight the importance of an issue, persuade people to take a favorable action, or promote behavioral changes. PSAs can run on television, radio, print, out-of-home and online.

But, as with all good things in life, there are pros and cons to any PSA program that must be considered.

Advantages to PSAs

Low Cost Vehicle to Reach a Broad Audience
If you have to pay for airtime or space, it can be extremely expensive to reach millions of people with your message. Since the airtime and space for PSAs are donated, your costs include creative and production, media outreach, distribution and tracking.

Consistent Brand Image
Multi-channel campaigns turn a series of messages into a story: the media is connected together through the use of consistent imagery, similar voice, and a singular call to action. Combined together, it's a powerful way to tell your story.

Balances Giving Requests
Having a friendly, non-direct message balances the many fundraising requests that consumers get all year from your nonprofit. It protects your brand from "giving" fatigue – you don't want the public to think that all you do is ask, ask, ask. Consider creating content that avoids any fundraising ask but stirs enough emotion that it will prompt your audience to pull out their wallets.

Controlled Message
So much of what is said in the media is uncontrollable. And sometimes, networks create their own co-branded materials promoting a specific cause that may not directly support your marketing efforts. Plus, the results of these efforts are not tracked in the same way as they would through your own organization. In order to protect and strengthen the brand, a PSA can offer a controlled, consistent message to the largest audience you can reach for free.

Maintains Media Relationships
Relationships with the networks, national and local media are essential for gaining airtime. By consistently running a PSA campaign with regular outreach to the media, your relationship with them naturally builds over time. Frequently, when PSA campaigns are distributed, requests for media interviews are also solicited – usually with the head of the nonprofit -- especially if the issue is timely and relevant to a specific station or network audience.

Establishes Preeminence
PSAs can demonstrate your nonprofit's thought leadership in a specific arena. The media will almost always run PSAs, so if your nonprofit isn't in the "mix," you may be giving up valuable territory in the market. Others will happily take your place.

Provides a Tool to Share the Message
Board members, development staff, and local representatives are all hungry for resources to help them share your nonprofit's mission and message. A high-quality PSA is the best tool to use when targeting all areas of an organization; from fundraising, to social media, to internal and external presentations.

Supplements Paid Media Buys
Paid media is efficient because you can aim your message at a specific target audience. Other media channels—SEO, social media, direct mail, email marketing, paid search—offer distinct advantages: they are recommended as a supplement along with a PSA campaign as a part of a multi-platform communications program. Producing a PSA in tandem with other paid and earned media channels is the most cost-effective way to reach your audience.

As more nonprofits are able to find additional money to advertise, stations are becoming more aware that they could be missing out financially. If you do purchase paid media, make sure you keep "church" (sales) and "state" (PSA Directors – aka, those whose job it is to determine if your PSA will air) separate. Networks notice national advertisers, so you may be barred from airing on networks with a paid campaign. Local stations may be more lenient. Our latest research states that 45% of all PSA Directors say that paying for some spots may impact your ability to also run it as a PSA.

If you do choose to pay for media to supplement your PSA, the creative used for paid advertising should be different from what runs in the PSA campaign.

Things to Consider

While there are many advantages to running a PSA campaign, there are also several things to consider before you dive in.

Can't Track Donations to PSA

While there are many ways to assist in tracking a PSA including a vanity URL, a branded hashtag, and/or a specific call to action, donations solicited directly from a PSA campaign are not truly trackable.

Can't Control When it Airs

Unlike paid media, PSAs are placed based on available advertising inventory. The tracking occurs after the fact. That means you will learn when it aired, on which programs, at what time and length, only later. You cannot specify a preference.

Can't Compare to Traditional Media Buying Tactics

As noted above, you cannot purchase a specific demo or track gross rating points (GRPs) with a PSA campaign.

Heavy Competition for Limited Airtime

There are over 1,000 PSAs airing every month at TV stations across the country. Television PSA Directors receive at least 40-50 PSAs every month, and they can only run 25% of those requests.

Making Your PSA Stand Out

While competition is fierce, the next section will help you find ways to stand out. This guide will take you through each step of the process, from creative development to distribution, media outreach and promotion, and campaign tracking & analysis.

Four Steps to Developing a PSA

1. **Creative Development**
2. **Distribution**
3. **Promotion**
4. **Tracking & Analytics**

1. Creative Development

Once you have decided that a PSA campaign is the right strategy, there are many creative considerations.

Follow the Guidelines

There are very specific do's and don'ts that must be followed for a PSA to be placed on air.

Can't

- Ask to/for:
  - "Donate"
  - "Give"
  - "Money"
  - "Support"
- Any direct language about giving $
- Mention a corporate partner/display logo

Can

- Ask for "help"
- Ask viewers to "join" us
- Encourage viewers to go to a website "for more information"
- General use of "support" (as in: "find out how you can support your neighbor...")

Call to Action

The call to action is the most important part of the creative message. What exactly is your PSA asking people to do? While you can't directly ask for donations, you can still ask people to do something. But make sure you have a way to measure that action.

You can ask the public for "help" or to "join" or "learn" but not "give" or "donate."

Call to Action: "Visit the Cancer Prevention Together We Can website and get a free 30-day planner filled with tips, recipes, stats, and more. Go to prevent50.org."

Asking for Donations

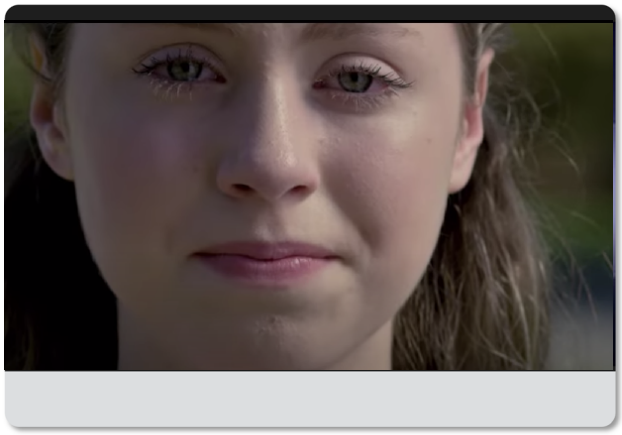
While some nonprofits are able to get airings for PSAs that directly ask for donations, it may not be worth the extra cost for production, talent, and tracking as many PSA Directors are split on whether they will air them. Stations that might consider airing a PSA that asks a viewer for donations belong to local, not national networks, and are usually not in the top markets.

Develop High-Quality Spots

Creative that is well-executed with a clear message is essential. While live action television spots may be slightly more effective according to our research, animation can pack an emotional punch with a smaller hit to your wallet.

Spots Must be Emotionally Compelling

We believe that people "buy" on emotion and justify on logic. If you engage their hearts, you will win their minds.



Keep the Message Fresh

The desire for fresh creative has increased in the last few years, with many PSA Directors requesting new PSA material every quarter. We typically see big spikes in airings for our clients by dropping new creative six months after the first spot.

Relevant Timely Topics & Themes
Having a relevant, timely topic that relates to the news will usually increase the likelihood that your PSA will air. Many PSA Directors naturally favor PSAs that are particularly relevant to their station's mission and are of interest to their viewers.

Rethink Celebrity Talent
Our research demonstrates celebrity talent doesn't guarantee airings. In fact, 43% of the PSA Directors in our annual survey prefer messages without celebrities. There is a lot of added stress of renewing annual talent fees as well as stop orders for those that are not renewed. Also consider that when the celebrity makes headlines, your cause may make it there too, for better or worse.

Corporate Partnerships
Stations specify that they usually don't run PSAs with for-profit company mentions or logos. On occasion, some networks or stations have used PSAs with a subtle corporate logo for 2-4 seconds at the end of spot, with no audio mentions. Stations tell us that it depends on the corporation, the nonprofit, and the issue. It needs to be a message that doesn't come across as self-serving for the organization but instead focuses on the mission.

Provide Varying Lengths
For television and radio, :30 second spots are still the most popular length, but :60 and :15 are also aired with regularity. :90, :10 and :05 spots can also be in the mix. By providing a variety of lengths, you increase the number of times that your PSA will air. And don't forget to include a script with your PSA package as some stations prefer their own live reads.

Accessibility & Versioning
Once your TV spots are complete, you will most likely need to make sure your spot offers closed captioning for ADA Accessibility. Each spot will require a unique Ad-ID code that must be encoded by Nielsen for tracking. Don't forget both an HD and SD version of your spots, giving the networks a choice of what to use.

2. Distribution

WW works with a distribution partner to handle the digital delivery of the PSAs to the TV stations. WW does our own personalized electronic distribution that consists of a customized email with links to a digital platform where stations can download the PSAs. This digital platform enables us to track the number of downloads to anticipate which stations will air our PSAs.

Time the Release
In a normal year, inventory fluctuates with the economy but generally stays consistent with the retail calendar. Generally, PSA Directors have the most airtime in the first quarter, and during the summer months. We recommend sending out PSAs at the beginning of the year to ensure maximum airplay.

Spots must be distributed digitally 30 days before the desired airdate. PSA Directors will keep PSA creative for at least 9 to 12 months, so plan on distributing your spot(s) at least once a year.

3. Promotion

Campaign Strategies
We utilize four campaign strategies as part of our media outreach.

a. Pitching Where it Counts Most
While we will distribute the PSA to every television station, we focus personalized attention in the form of email and phone outreach on networks, cable stations, and the top 10 selected markets as outlined in our level two outreach below. We find a 35-40% lift in airings with the addition of phone outreach on top of email outreach. Identifying these markets will be an effort we do together, before we launch the PSA.

What criteria do we use to select the markets we target for media connections?

i.) **Maximum reach and media value**: The first criterion is opportunity for maximum reach. Since it takes quite a bit of effort to coax a station to air a PSA, we begin with outlets with the most reach in your hot spots.

ii.) **Relationship potential**: We have learned over more than a decade which outlets are open to offering PSA space, which ones are not, and which ones might be swayed by continued effort.

Using storytelling and data provided by our PSA clients, our email outreach for each market tells stories about how their nonprofit impacted a specific member of their own community. We find that this personal approach gives PSA Director's a local hook that they are looking for to connect your cause to their local station and community.

b. Getting Noticed

Launching a PSA should be a carefully calibrated exercise. This will ensure that our PSA is noticed and has a higher likelihood of obtaining requests for postings. We use very specific, calculated steps, offering both high-touch localized attention and tech-touch as backup support which we have fine-tuned over the years.

Direct Mail

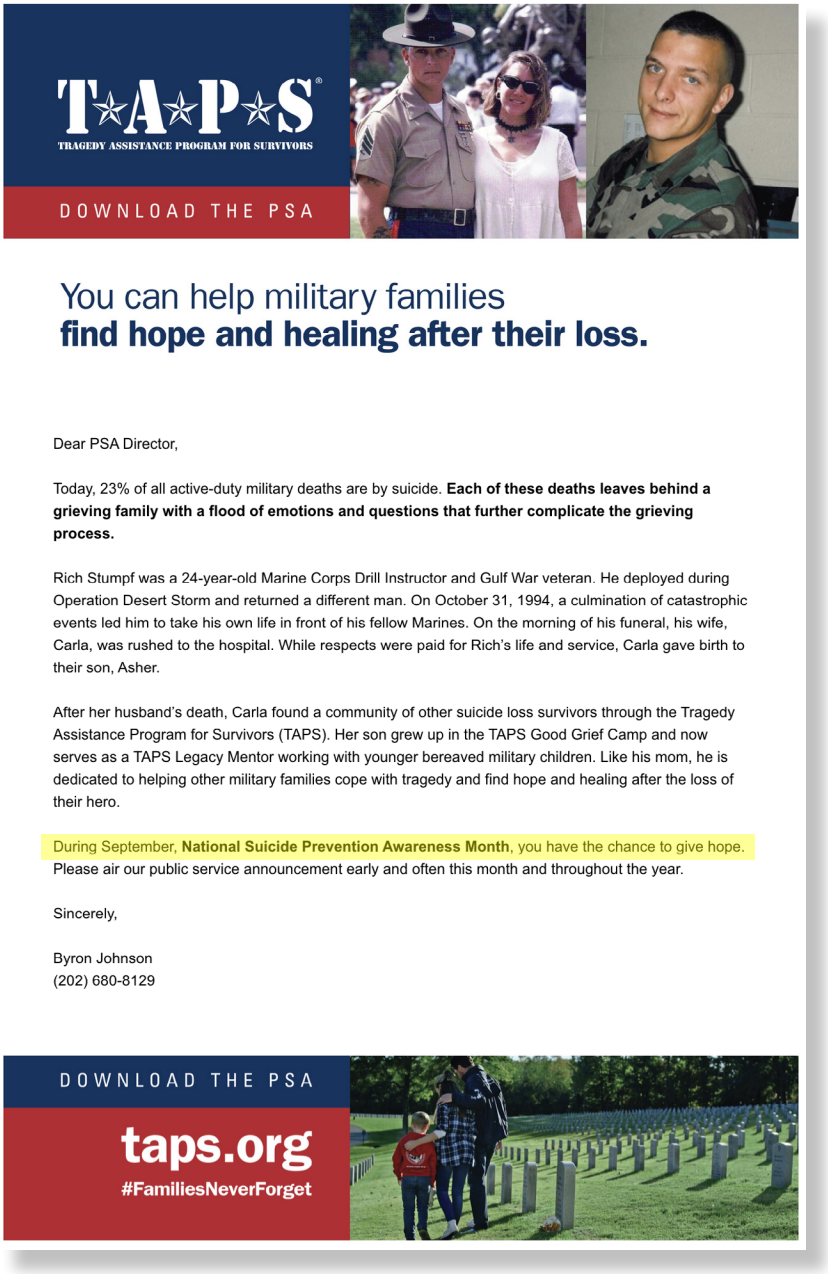
Email Blasts

c. Keeping it Top of Mind

Most PSA campaigns attract maximum interest following the launch and then are replaced by newer messages from other nonprofits. We pitch regularly to reinvigorate interest. We call outlets to check their updated inventory, thank them for using our creative, and request additional space.

In order to keep our campaign top of mind, we highlight relevant holidays or special times of the year where our client's PSAs may garner the most interest. For the United States Postal Inspection Service (USPIS), that is during National Consumer Protection Week in March. For the Tragedy Assistance Program for Survivors (TAPS), it is during Suicide Awareness Month in September. For the American Institute of Cancer Research, it is National Cancer Prevention Month in February. And so on.

Email Blast



T★A★P★S®

TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS

DOWNLOAD THE PSA

You can help military families
find hope and healing after their loss.

Dear PSA Director,

Today, 23% of all active-duty military deaths are by suicide. **Each of these deaths leaves behind a grieving family with a flood of emotions and questions that further complicate the grieving process.**

Rich Stumpf was a 24-year-old Marine Corps Drill Instructor and Gulf War veteran. He deployed during Operation Desert Storm and returned a different man. On October 31, 1994, a culmination of catastrophic events led him to take his own life in front of his fellow Marines. On the morning of his funeral, his wife, Carla, was rushed to the hospital. While respects were paid for Rich's life and service, Carla gave birth to their son, Asher.

After her husband's death, Carla found a community of other suicide loss survivors through the Tragedy Assistance Program for Survivors (TAPS). Her son grew up in the TAPS Good Grief Camp and now serves as a TAPS Legacy Mentor working with younger bereaved military children. Like his mom, he is dedicated to helping other military families cope with tragedy and find hope and healing after the loss of their hero.

During September, **National Suicide Prevention Awareness Month**, you have the chance to give hope. Please air our public service announcement early and often this month and throughout the year.

Sincerely,

Byron Johnson
(202) 680-8129

DOWNLOAD THE PSA

taps.org

#FamiliesNeverForget

If your category does not have a specific holiday for a media hook, you can make one up. We created the Patriotic Six for the USO in 2009. The Patriotic Six is the six weeks starting Memorial Day, through Flag Day and ending on Independence Day. We used this as a reason to pitch the PSA and ask for airings. The stations appreciated a specific and appropriate call to action.

Patriotic Six Logo

As noted earlier, we do frequently get requests for media interviews when pitching a PSA campaign, so it's important to have a digital press kit ready for this purpose.

d. Getting in Front of Our Audience: PSA Directors a.k.a. the Gatekeepers
We understand that clients are anxious to hear feedback from the media about their spots once outreach begins. But we also understand that PSA Directors are busy. With so many requests coming in, it takes time to sort through all of them. They also wear many other hats depending how on the size of their station. Our goals is to make it easy for PSA Directors to run the spots. When we call, we listen to their needs and station initiatives.

The responses we get from PSA directors usually fall into one of four categories:

i.) **There are so many worthy organizations to support.** This is when we focus on making your issue stand out to their local audience.

ii.) **Inventory is tight right now.** This is when we focus our ask on a specific time of year that is relevant to your nonprofit.

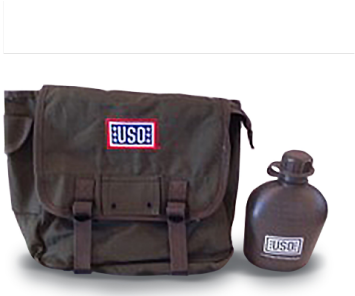
iii.) **No inventory right now.** This happens during some specific times of the year. When it does, we ask them to keep us in mind if space becomes available.

iv.) **Local messages are the best.** Again, this is when we bring in the personalized local angle.

By providing localized pitches with real stories of real people from their designated market area during relevant time periods, we are able to provide relevance to their listeners/viewers.

b. Appreciation outreach

Essential to building long-term relationships with the media is demonstrating our appreciation for their support. Because we recommend all-digital distribution, this is our opportunity to give something tangible to our valuable contacts. PSA Directors do not usually have the same perks as the sales staff, so we like to send them small tokens of appreciation throughout the year.



Media Database

Our proprietary media database houses almost 3,600 media outlets and nearly 4,000 individual media contacts. It includes media of all types: local and national TV and radio, print, OOH, digital and alternative media. We have personal notes, PSA preferences, and airing trends on practically all of them.

While many companies in the field of PSA outreach and distribution have scores of clients, WW takes a more boutique approach: we only take on a handful of PSA clients at a time so that we are able to create a unique and focused outreach strategy for each client. That means when we contact station assigned exclusively to that cause. We have built strong relationships with many stations and they are eager to take our calls. The results are the payoff. Our PSA clients are all in the top 2-5% of PSAs aired nationally in each of the last several years.

While there are many approaches to outreach from different providers, our approach offers three levels.

Level One: Outreach to the national networks (ABC, CBS, etc.), cable networks (Discovery, ESPN, etc.). They know us; they take our calls. The reason we make this point is that not many phone calls get through at the network level. It takes experience and trust to get through to them. We have personally met with these contacts and the success of our clients' campaigns rests on these relationships.

Level Two: Outreach to the PSA Directors of the top television stations in the top 10 markets that match your strategic objectives. This outreach is planned – we devise a pitch calendar that identifies when we will call or email, and the nature of our pitch. We typically recommend reaching out to PSA Directors in equally spaced intervals, as we want to keep our message top-of-mind, but not inundate them.

Developing the list of the top 10 markets varies based on the nonprofit. Most nonprofits want to focus on the top 10 designated market areas (DMA's) for the largest reach. Others want to target markets based on the top opportunity markets for donations, or the top markets where their facilities/service centers are located. And some may want to focus on a specific demographic profile, for example seniors over age 65. We review the DMA and compare it to our own measurement of likelihood to air. Due to our 10+ years of specialization in PSAs, we know which markets are likely to air PSAs and which are not. This information can also vary based on other factors in each market that may impact the availabilities of PSAs.

One example of this is an election cycle. We recommend avoiding distributing or promoting PSAs during a national election year during the key election window time periods. In our annual PSA survey during the 2020 election cycle, 37% of PSA Directors said they had less inventory for PSAs.

Level Three: Outreach to print, OOH and digital media. These media are a bit trickier to pitch than broadcast because there is not usually a designated PSA Director. However, we already have relationships with many of the top outlets and we can ask for postings in specific markets.

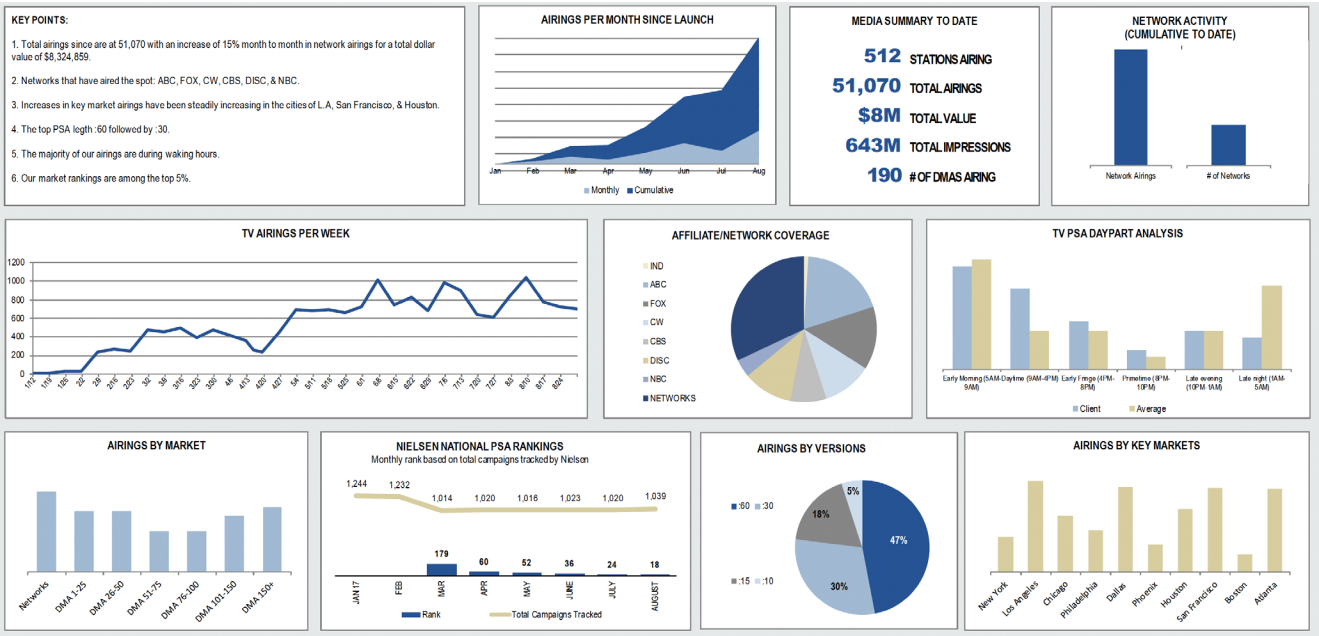
The majority of our clients opt for Level One and Level Two with customized markets for the local outreach.

4. Tracking & Analysis

We employ a third party to track and evaluate the amount of PSA airings (or placements), estimated media value, and impressions. It shows us exactly what station and in which market the PSA has aired, when it aired, and during what programming. This is key information to track for ROI's sake, but also to recalibrate our subsequent rounds of pitching of the campaign.

We also update a dashboard similar to the one shown below on a monthly basis. Dashboards are a regular and helpful tool in our reporting practices. Our clients have told us that no matter what the campaign, it is easy for them to share and they are easy to read.

There may be other elements to include in your dashboard including traffic to the PSA landing page, phone calls to the 800 number, usage of the campaign hashtag, or downloads of any content related to the campaign.



Television
Almost all of the television spots are tracked through SIGMA. SIGMA is a verification service that electronically detects airplay of each television PSA by either catching the encoding (a signal) embedded in the spot or by catching the SpoTTrac encoding, an electronic signal in the audio portion of the PSA. Nielsen Media Research can detect both signals.

When airings are detected, they are listed on the tracking reports according to geographic area (city/state/DMA), station, time of day (dayparts - time segments into which a day is divided by radio and television networks and stations for the purpose of selling advertising time) and spot length (:10, :15, :30, :60, :90). Nielsen audience delivery (impressions) is assigned to each spot and media value is assessed based on SQAD.

SQAD provides CPM (cost per thousand) media values for each market and daypart, based on actual paid media buys that occurred during the previous month. When our distributor receives airing information from Nielsen's SIGMA, they match the daypart of the airing to the CPM value for that airing's daypart. The media value for that airing is determined by multiplying the CPM value with the audience value for that airing provided by Nielsen (divided by 1,000).

Radio
Our distributor uses a service called MediaGuide that employs "fingerprinting" technology to listen for combinations of sounds and music that occur in the PSA. When it discerns these fingerprints; it picks up the airing and adds it to the report. The airings are entered into reporting the system after receiving a radio tracking report and SQAD determines a value.

Only about 25% of the United States' radio stations are monitored by radio tracking services, so traditional measurement of radio value through Business Reply Card (BRC) is still very much used. PSA directors are asked to fill in projected usage on a postage-paid BRC and return it, where it is added to the radio report. The spots reported on a BRC are added to the airings report in the month when the card was received even if the spots will air over a long duration of time because BRCs ask for spot length and frequency, not actual airings times. This makes trending of radio airings very unreliable.

Print
Print PSAs are very difficult to track, as the only way to measure print value is through correspondence directly from each publication, which rarely happens. Quarterly, WW follows up with the publication contacts that receive print PSA kits each year or who have requested a re-sized print PSA. If the publication can report that a print PSA has run, it is asked to provide the size, color, run date and circulation of the publication. If they can't assign a value, WW assigns a value based on the advertising rate card for that publication. A publication's rate card is a public document and is usually posted on its website.

Twice a year, WW requests a report of all of the insertions from our print advertising networks (like MNI.) This report is then cross-referenced with the advertising rate card and a media value is assigned to each print PSA.

Most of the print media values are received by email correspondence once or twice each year.

Out-of-Home Media
Tracking OOH is very different from TV because the only source for valuation data is from the companies that post the PSA messages. Accordingly, for OOH, we rely on the companies to provide usage and value data. These reports typically include the city and state where posting occurred (or the name of the airport/mall) the title of the creative, size, length of time the posting occurred, the estimated value, and the audience.

Outdoor boards are tracked individually by each respective company. The companies follow up with their representatives to see how long, how many and where the creative has been displayed.

National Association of Broadcasters
The National Association of Broadcasters (NAB) maintains a website of available television and radio PSAs where broadcasters can review spots by category and organization for easy download. This media database called Spot Center is a space where nonprofits can reach out to the NAB to include their PSAs on the website. While the NAB doesn't offer nonprofits anything beyond the posting – there is no pitching, tracking or reporting - it actively promotes Spot Center to its broadcast membership and urges them to visit frequently as new PSAs are always being added.

Multicultural Audiences
Spanish-language media outlets have long told us that they want to inform their audiences with the same important messages that are broadcasted on English-language media; yet, they are underserved with opportunity because only a small percentage of English-language PSAs are also made available in Spanish.

Most of our campaigns also include a Spanish language version of the PSA spots distributed to Hispanic TV and/or radio stations. However, it is extremely important to consider the meaning of your message when translating a spot. A direct translation of your English script may not render exactly to another language. Each spot should be uniquely considered to ensure cultural relevance based on the locations where it is being distributed.

What is Most Important to Track?

A basic monthly media summary includes the total number of stations airing a PSA, total airings, total impressions, total dollar media value, and the number of DMA's airing a PSA. Our airings reports chart these on a monthly graph and include year over year trending for reference. This is important to track so you can monitor how your spots are trending over time (peaks during media outreach and valleys when not doing outreach or when PSA inventory is low). After a couple of years, PSA airings generally level out unless new creative is launched or a strong media hook is integrated into the mix. It is also important to look at airings by spot length to see if new versions of your creative need to be added based on what the media is actually airing (i.e. :15 vs. :30 or :60).

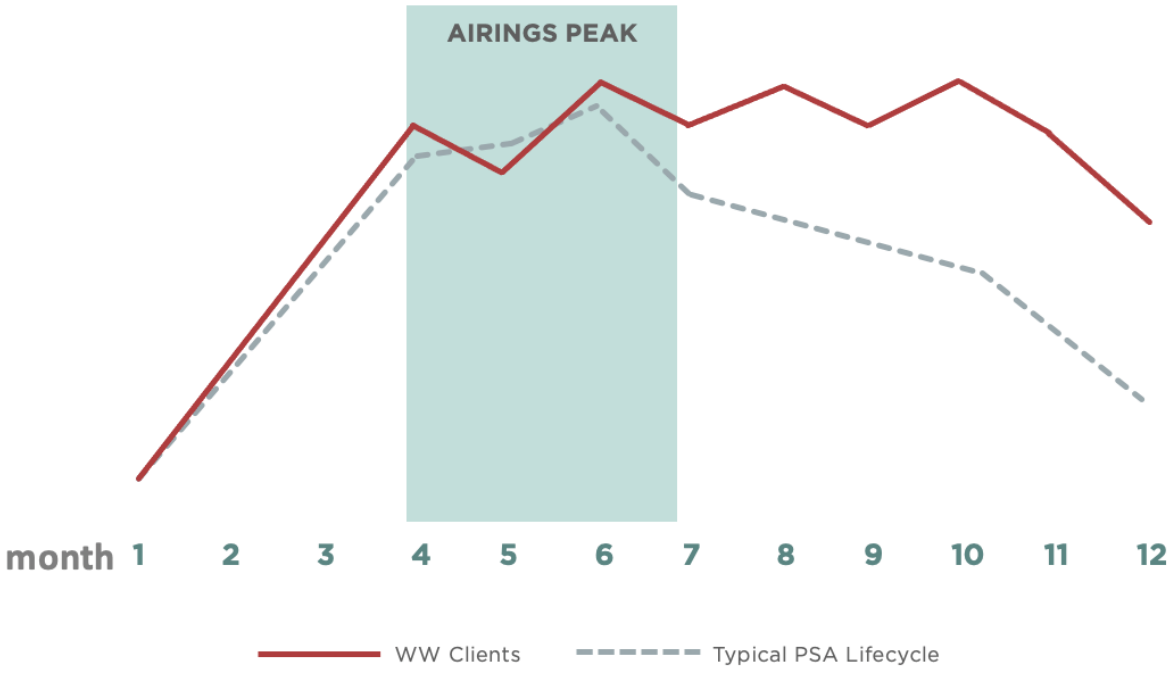
Network Airings
It is worth spending time investigating exactly which networks you're getting airtime on and when they are running. Bottom line: you want network airings. They are nationwide airings situated in popular programming and therefore the most valuable PSA airtime you can get. And don't stop there: you should expect better-than-average dayparts for your network airings if you're going to leverage network PSAs properly.

Market Penetration
You want the majority of your airings in the top DMAs, 1-25 preferably, but top 50 is still good. Not only will you get the most eyeballs on your content, but also exposure to larger pools of donors. Market penetration also includes the number of airings in each of the top 10 local markets that you choose to focus on with a custom localized approach.

Daytime Airings
On average, about a quarter of PSAs run during the wee hours of the morning. It's a lot better than most PSA-naysayers will quote you ("More than 50%"). And yes, while a lot of people do watch TV during the twilight hours, in order to effectively reach viewers, you need daytime airings. Or better yet, primetime airings (8-10pm).

You can monitor and re-strategize if you're not getting the ideal dayparts. Sometimes, the solution is simply a more personalized media outreach with an ask to air the PSA.

PSA Lifecycle
You should expect to see your PSA airings peak somewhere between 4-6 months. You should see a peak, followed by additional peaks of airings and plateaus in between, based on available inventory. With continuous pitching to the media 3-4 times per year, the traditional mid-year peak can be extended.



Factors of Successful PSA Placement

1. Creative Quality
Stations want to be proud of the images shared on their airwaves and so they appreciate high-quality creative. Even if you use all stock photography, invest in a creative concept and post-production professionals that will ensure the finished creative is something everyone can be proud of.

2. Personal Connection
PSA Directors are no different than your donors—they are more likely to air causes that have impacted their family, friends and most importantly, themselves. But, even if they don't, you can engage them to feel invested in your cause with your communications.

3. Flexibility
The more options in length (e.g. :15, :30, :60 spots) you give stations, the more likely it is that your message can fill unsold inventory.

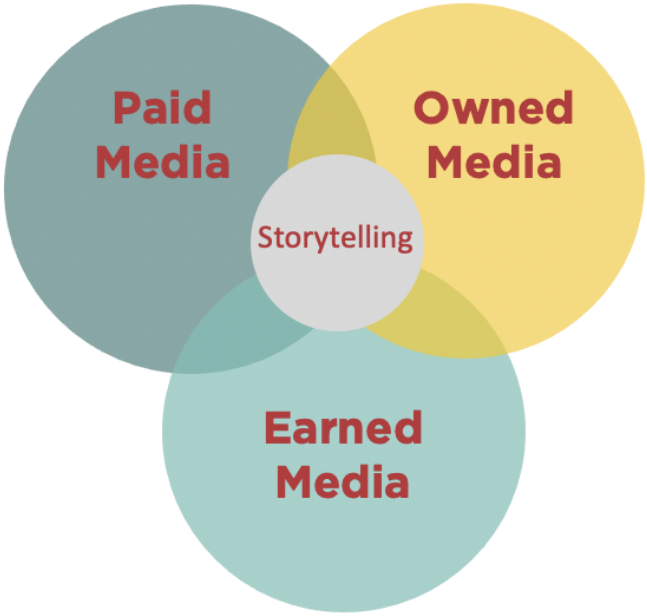
4. Local Angle
Just like PSA Directors give preference to causes closest to them personally, they also care about sharing messages that they know their community (viewers/listeners) will care about. Help them by sharing how you are relevant to their audience.

5. Reason to Air
With so many nonprofits vying for valuable airtime, it will help if you give the a reason to air, or ask for airings during a time when your cause is relevant. Beyond creating your own, leverage awareness days to elevate your message above above others.

6. Distribution List
Getting your PSA into the hands of the right station gatekeeper is critical to getting on air. Sometimes this person is a PSA Director, or in Public Affairs, a GM or Sales Director. Finding the right person will make all the difference.

7. Timing
Not only is the actual time you get your PSA into the hands of stations important (typically January and February are the best!) but, also that you followup immediately to keep your ask top of mind.

To Sum It Up: An Integrated Approach



PSA's are just one part of a nonprofit communication toolbox. The truth is, it is much harder to get PSA airings these days. The reason is that the media are purposely more restrictive because they feel the heat of new threats every day: the changing ways people consume broadcast media (cable vs. digital), the power of social media including more "live" options, the role of video outside of the media, less control over sharing and publishing, and the takeover by augmented reality, to name a few. This is why we always recommend that the PSA be a part of a multi-platform communications program.

So, where else should you invest? With an integrated approach, there are other media channels we effectively use to increase the reach of a client's message. We leverage our media buying prowess to pay very discounted rates for media that is normally not accessible to nonprofits. In addition, these digital media options give us more opportunity to track website visits, engagement and conversions.

There are many other paid opportunities to consider along with your PSA program, including other out of home options such as airports, bus shelters, metro station placements, mall placements, Pandora Video, Hulu Video, Video Pre-Roll, YouTube TrueView, Google Grants, and DRTV.

We can bring all the pieces together for you, starting with a PSA campaign that stands out. Contact us to create a customized PSA program that will meet your needs.

Source: All data and stats from this document is sourced from the WW Annual PSA Surveys

2021 Survey: The Data-backed Guide to Utilizing Public Service Announcements

2020 Survey: 10 Ways to Reach Millions: PSAs on a Mission

About Williams Whittle

Williams Whittle Associates Inc. is a 55-year-old, full-service advertising agency based in Alexandria, Virginia that works with nonprofits and forward-thinking companies in the Washington D.C. area. Our team provides a full range of services unique to nonprofits including Strategy, Creative & Branding, Media & Digital, and PSA Campaigns.

WW was named Marketer of the Year by the American Marketing Association for two successive years and has won more EFFIEs for results-based campaigns than any other agency in the region.

Over the past 10 years, every one of our PSA campaigns has ranked in the top 5% of all campaigns nationally. That's millions of dollars of measured value for each of our clients, enabling them to reach new potential advocates for their causes.

Let us find more for yours. Contact us for more information.