"Celebrating 20 years of making successful PSA campaigns for nonprofits and government agencies"

PSA Campaign Tip 14

Message Repetition Builds Awareness and Impact

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Advertising Tip: When it comes to public service messaging, reaching your audience once is only part of the equation. Giving people multiple opportunities to see or hear your message over time can help build familiarity and keep your organization and mission top of mind.

That's one reason planning a donated TV and radio campaign early can be so valuable. Starting in Q1 gives your message more time and opportunity to gain exposure throughout the year, rather than waiting until the months when competition for attention is at its highest.



Good creative can be used in a variety of channels, extending the life of a campaign.

For nonprofits, that can be especially important as fourth quarter fundraising approaches. Audiences who have had opportunities to see or hear your organization's message throughout the year may already be familiar with your mission when fundraising communications commence.

The goal isn't simply to reach more people. It's to give the right audience more opportunities to connect with your message.

Planning early gives your campaign time to build.

Ready to start planning your 2027 campaign? Let's talk.

⭐ **To see all of the PSA Campaign Tips to date, please click here!** ⭐

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About PSN – The Public Service Network

PSN is a national media network built exclusively for the dissemination of nonprofit and government social marketing campaigns. The Network offers a variety of traditional donated media programs as well as guaranteed digital and out-of-home channels that deliver public service announcements (PSAs) via more than 200,000 outlets nationwide. This includes the use of television and radio stations, broadcast and cable networks, grocery and drug stores, physician waiting rooms, concert venues, transit agencies, pharmacies and more. PSN's services are available for use exclusively by government agencies and nonprofit organizations and generate measurable impact with targeted audiences locally, regionally or nationwide.

The PSN Guarantee

PSN will deliver major media participation for client awareness campaigns on a low-cost and guaranteed basis, ensuring that the messaging will reach and engage the target audience and exceed objectives via proven media channels that are managed and evaluated using industry best practices and measurement methodologies.

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