

How a nonprofit organization expanded their statewide reach with PSAwire

PSAwire, a service of PSN, delivers integrated donated and low-cost media plans for state and local public service messaging.

Background

This case study documents the success of a state nonprofit campaign that is now in its third year of distribution. PSN worked with the state nonprofit and two additional states, as part of a cooperative, to develop the campaign's creative. The program is expanding to include a recruiting campaign, which is currently in production (summer-fall 2024). All the developed creative is available for other states to license and use via PSN's PSAwire distribution program.

PSAwire is a state level program using a dynamic media mix that has proven effective for federal government campaigns on a national scale (such as U.S. Dept. of Health and Human Services, U.S. Dept. of Commerce, U.S. Dept. of Labor, U.S. Dept. of Homeland Security, U.S. Dept. of Transportation, among many others). The integrated PSN media program has demonstrated its capability to deliver outstanding results for state campaigns, as well.

A state PSAwire integrated media awareness program guarantees a minimum of 5-10+ million impressions, depending on the state and budget, and includes a complimentary 13-week statewide PSN Donated Radio Program, valued at \$17,500. This state nonprofit started with a modest six month PSAwire campaign with a media mix of six PSN distribution channels, including traditional donated television and radio. As campaign results came in and as additional funds became available, the program expanded its reach and extended to three phases over 18 months. To date, this program has yielded an impressive 86.6 million impressions for a State Nonprofit Medicare Fraud Prevention awareness campaign.

The Problem

Medicare fraud exceeds \$60 billion per year nationwide.¹ This state nonprofit is a founding member of a cooperative group of states dedicated to finding better ways to engage seniors in preventing Medicare fraud. Their goal was to create a Medicare fraud prevention public awareness campaign that would resonate with seniors, increase impact, reduce each state's production costs, and expand media distribution.

The campaign still remains active and highly successful, generating thousands of ad placements and millions of donated impressions.

¹Dollars Lost to Fraud, Senior Medicare Patrol

Campaign Metrics

19,278,420 Total Donated Radio Impressions

18,395,000 Total Donated Television Impressions

37,673,423 Total Donated Impressions

48,971,993 Total Guaranteed Impressions

86,645,416 Total Impressions

\$525,000
Actual Campaign Spend

\$1,648,166
Ad Value of Paid Media

\$688,299
Ad Value of Donated Media

\$2,336,465
Total Ad Value

345%
Return on Investment

Note: This case study includes data from November 2022 to July 2024. The campaign is still ongoing.

The PSN Solution

PSN and state nonprofit executives reviewed past campaigns to inform the current effort, sharing insights on which messages were effective and which were not. PSN proposed involving real seniors to share their experiences and actions in their own words in the development of a new public awareness campaign.

This approach resulted in a credible and meaningful campaign that continues to appeal to the target population and has sustained ongoing and significant media interest. PSN recommended the PSAwire program because of its flexibility in reaching seniors across the state. PSN Donated TV and radio offer broad coverage while channels such as PSN Waiting Room, PSN In-Store, and PSN Pharma (prescription print PSAs) target and reach seniors at multiple health touch points, including store pharmacies and doctors' offices across the targeted state. In addition, PSN assists in developing content messaging and compelling taglines for print and social media to engage seniors and encourage action.

The Media Plan

PSN developed a PSAwire media plan that, over the course of 18 months, included a mix of 11 distribution channels:

- PSN Donated TV
- PSN Donated Radio
- PSN Paid TV
- PSN Digital Pre-Roll
- PSN Social Media
- PSN Digital Display
- PSN Pharma
- PSN Waiting Room
- PSN Paid Radio
- PSN In-Store
- PSN Theater

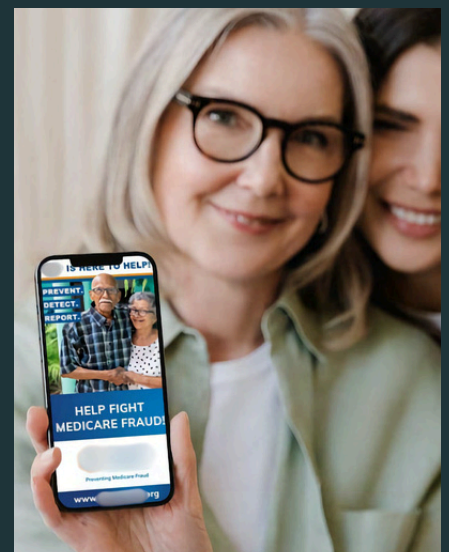
Media Channel Strategy

PSN Donated TV and Radio: TV and radio reach a broad audience. Individual stations understand their viewers and listeners, selecting PSAs based on that knowledge. Notably, on average 85% of donated TV PSA airings occur during non-late night dayparts. In addition, donated radio PSA airings occur a majority of the time in morning and afternoon drive, daytime, and evening dayparts. Donated media *without exception* adds significant impact, reach, and ROI to any nonprofit or government awareness campaign.

PSN Paid TV: Provides options to target narrow or broad geographic areas and programs based on the target audience.

PSN Digital Pre-Roll: In partnership with a major network, targeted audiences receive 30-second pre-roll videos before on-demand news clips and reports.

PSN Social Media: In partnership with a major network, as an influencer, relevant messages are delivered to the target audience through their Facebook feed. Click rates reached an impressive 6.5%. Multiple messages can be promoted through this channel.



PSN Digital Display: A major network partner displays banners across their digital channels in both English and Spanish. Noovie Audience Accelerator banners target adults 55+, including Latino and Hispanic demographics, delivering over one million impressions in six weeks.

PSN Pharma: Directly reaches patients as they pick up prescriptions. This channel offers HIPAA-compliant targeting options by geography and specific medications or categories.

PSN Waiting Room: Offers options to choose medical specialties serving patients in specific age groups, including seniors and their caregivers.

PSN Paid Radio: Targets specific audiences in designated geographies with paid radio placements appearing during relevant programs and time slots.

PSN In-Store: Distributes PSAs in drug stores and supermarkets. This channel reaches shoppers of all ages, including seniors and caregivers managing Medicare paperwork for older relatives.

PSN Theater: Targets geographic areas, either in specific markets or statewide, reaching the target audience on the main movie screen and on TV monitors throughout theater lobbies and concession areas.

Outcomes

The media distribution campaign began in November 2022, and donated TV and radio airings are ongoing. The quality of the TV and radio creative, combined with the strength of PSN's marketing strategy and distribution network, contributed to strong uptake by stations and awareness statewide.

Campaign Details*

Campaign Name: PSAwire Integrated Statewide Campaign

Target Demographic:

- Older adults
- Caregivers

Media Channels:

- PSN Donated TV
- PSN Donated Radio
- PSN Paid TV
- PSN Digital Pre-Roll
- PSN Social Media
- PSN Digital Display
- PSN Pharma
- PSN Waiting Room
- PSN Paid Radio
- PSN In-Store
- PSN Theater

Launch Date/End Date:

- **Launch:** November 2022
- **End:** Ongoing. This report reflects data through July 2024.

Campaign Cost: \$525,000

Total Impressions: 86,645,416

Donated Impressions: 37,673,423

Donated Media Value: \$688,299

Total Media Value: \$2,336,465

Return on Investment (ROI): 345%

* Data through July 2024. This is an active campaign.

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The Public Service Network (PSN), is a national media network built exclusively for the distribution of public service announcements (PSAs). The network includes traditional TV, Radio, Cable and Print as well as Out-of-Home and a wide range of digital channels that guarantee PSA delivery via more than 200,000 outlets nationwide.



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