

PSA Campaign Tip #4



"Timing the Launch of Your PSA Campaign"

Does your PSA topic have an Awareness, Month, Week or Day each year? These dates can be particularly useful for the PSA marketing and distribution components of your campaign. This information can be used as a marketing hook to capture the attention and interest of PSA directors at TV and radio stations, and networks, and cable channels nationwide. The media looks for PSA content they can air that is timely and demonstrates their support for topics that will resonate, engage, and educate their audiences.



Align your PSA with awareness dates to grab media attention

In some cases, stations may want to feature the topic of your campaign during their locally produced public affairs programs. This often gives our marketing team an opportunity to schedule an interview with the media outlet and your organization's spokesperson in addition to pitching your PSAs. [Contact PSN](#) to learn more about including an interview with your campaign.

To see all of the PSA Campaign Tips to date, please click [here](#) to visit the landing page.

[Contact Us](#)

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

The bottom line, 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.

[Contact our PSN Team](#)

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