THE HENRY J. KAISER FAMILY FOUNDATION

# SHOUTING TO BE HEARD (2)

## PUBLIC SERVICE ADVERTISING IN A CHANGING TELEVISION WORLD

# Methodology

- 1,680 hours of television
- Fall 2005
- Coded all non-program content
  - Ads
  - Promos
  - PSAs
  - Other/Filler

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Methodology

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Methodology

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Methodology

THE HENRY J. KAISER FAMILY FOUNDATION

## Composite Week Sample, ABC

| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|---|
| Midnight – 3 AM | Atlanta 9-Oct | Chicago 26-Sep | Seattle 1-Nov | New York 23-Nov | Los Angeles 27-Oct | Denver 18-Nov | Dallas 22-Oct |
| 3 AM – 6 AM | Chicago 6-Nov | Denver 21-Nov | Atlanta 27-Sep | Los Angeles 12-Oct | Seattle 6-Oct | Dallas 18-Nov | New York 29-Oct |
| 6 AM – 9 AM | Denver 23-Oct | New York 31-Oct | Dallas 4-Oct | Chicago 19-Oct | Seattle 24-Nov | Los Angeles 18-Nov | Atlanta 1-Oct |
| 9 AM – 12 PM | Atlanta 2-Oct | Seattle 17-Oct | Chicago 8-Nov | New York 16-Nov | Denver 27-Oct | Los Angeles 2-Dec | Dallas 1-Oct |
| 12 PM – 3 PM | Dallas 9-Oct | Seattle 14-Nov | Chicago 29-Nov | Atlanta 19-Oct | Denver 6-Oct | New York 25-Nov | Los Angeles 29-Oct |
| 3 PM – 6 PM | Los Angeles 16-Oct | New York 31-Oct | Chicago 11-Oct | Denver 16-Nov | Seattle 3-Nov | Dallas 7-Oct | Atlanta 1-Oct |
| 6 PM – 9 PM | Chicago 6-Nov | New York 31-Oct | Atlanta 25-Oct | Seattle 12-Oct | Denver 17-Nov | Dallas 21-Oct | Los Angeles 3-Dec |
| 9 PM – Midnight | Chicago 9-Oct | Los Angeles 7-Nov | New York 27-Sep | Atlanta 19-Oct | Seattle 1-Dec | Denver 4-Nov | Dallas 8-Oct |

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Methodology

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# FCC Definition of PSA

THE HENRY J. KAISER FAMILY FOUNDATION

**"[O]ne for which no charge is made and which promotes programs, activities, or services of federal, state, or local government…or programs, activities, or services of nonprofit organizations…or any other announcements regarded as serving community needs"**

**(47 U.S.C._73.1810(d)(4) 1984).**

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Methodology

THE HENRY J. KAISER FAMILY FOUNDATION

INDIANA UNIVERSITY

DEPARTMENT OF TELECOMMUNICATIONS

John Smith
WXYZ
123 Main Street
Anywhere, US 02007

May 1, 2007

Dear Mr. Smith,

We recently called to request your cooperation in a study we're conducting. As noted in our call, the Department of Telecommunications at Indiana University is involved in a national study of public service announcements. We're looking at the extent to which broadcasters have been able to donate time for such announcements. WXYZ was one of 70 stations across the country chosen for the study. We examined a composite week of programming on your station, beginning 9/27/05 running through 10/25/05, and found 30 PSAs. What we're trying to do now is determine how many of those PSAs actually represented time donated by your station–that is, the PSAs were free. We're doing this because although we know many PSAs are now paid for by non-profits, stations still provide time for free PSAs.

Our list of the PSAs on your station during that period is organized by date, hour of day, topic, and sponsoring organization(s). We need your help identifying whether the time for each of those spots was donated by your station or paid for by the sponsoring organization. We conducted a similar study several years ago and found a number of different pay arrangements between stations and organizations. These include:

- Donated (D): station provided time for free PSA.
- Paid (P): sponsoring organization(s) paid to have the spot aired.
- Paid with Discount (PWD): paid, but the sponsoring organization gets some kind of discount, usually because they are regarded as a good cause.
- Paid with Free Airtime (PWF): paid campaign, but with free airtime as part of the package.
- Barter (B): donated, but in return the station receives publicity on materials other than the spot itself.

These options are noted for each spot on the enclosed list. Please circle the correct category for each announcement. If none of the options is appropriate, please write "other" and briefly note the arrangement.

On the basis of feedback we received while making these calls, we're also sending a letter directly to Mary Jones in the Community Service Department. In this way, we hope we'll be able to get an accurate assessment of the spots which were paid for as well as those for which your station donated time.

We look forward to your cooperation and have enclosed a pre-paid return envelope for your use. If you're unable to do this–and your station has a file we may look through–we're ready to come visit.

Sincerely,

Walter Gantz
Professor and Chair

Nancy Schwartz
Project Manager

Radio-TV Center
1229 East Seventh Street
Bloomington, Indiana
47405-5501

812-855-3828
Fax: 812-855-7955
E-Mail:
telecom@indiana.edu
http://www.indiana.edu/~telecom/

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Scope of Study

THE HENRY J. KAISER FAMILY FOUNDATION

**1, 595 possible PSAs**

- **969 donated PSAs**
- **626 paid PSAs**

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

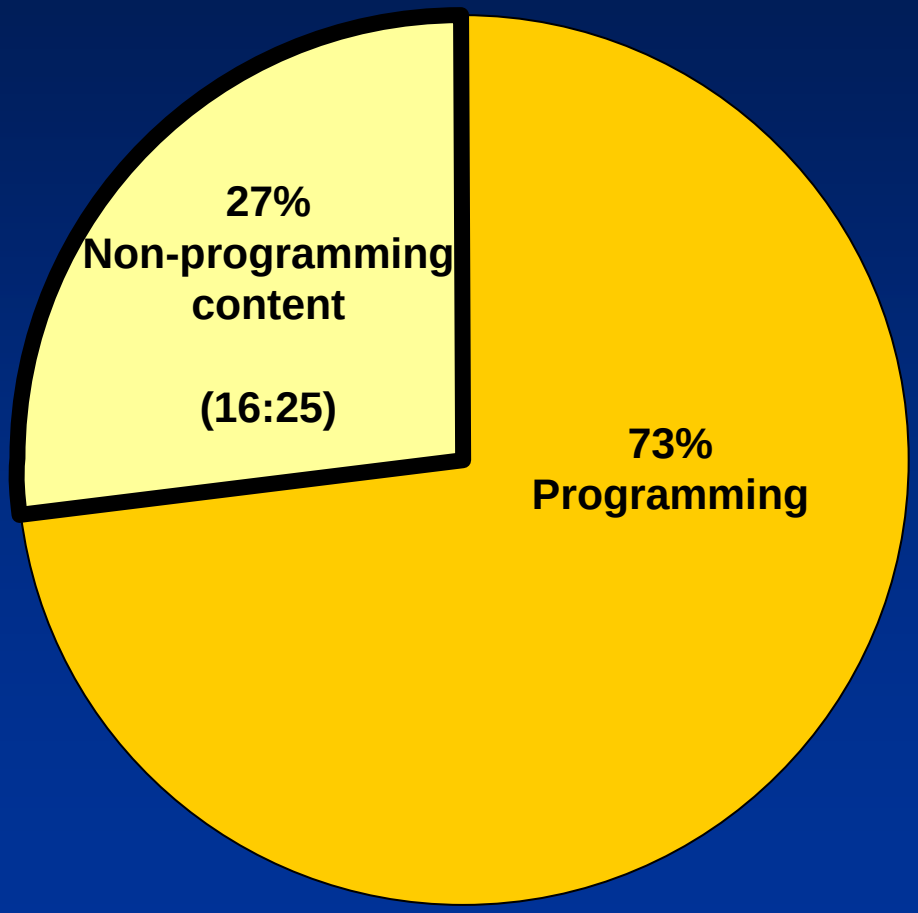
THE HENRY J. KAISER FAMILY FOUNDATION

# SHOUTING TO BE HEARD (2)

## PUBLIC SERVICE ADVERTISING IN A CHANGING TELEVISION WORLD

# Findings

## Proportion of time networks devote to:



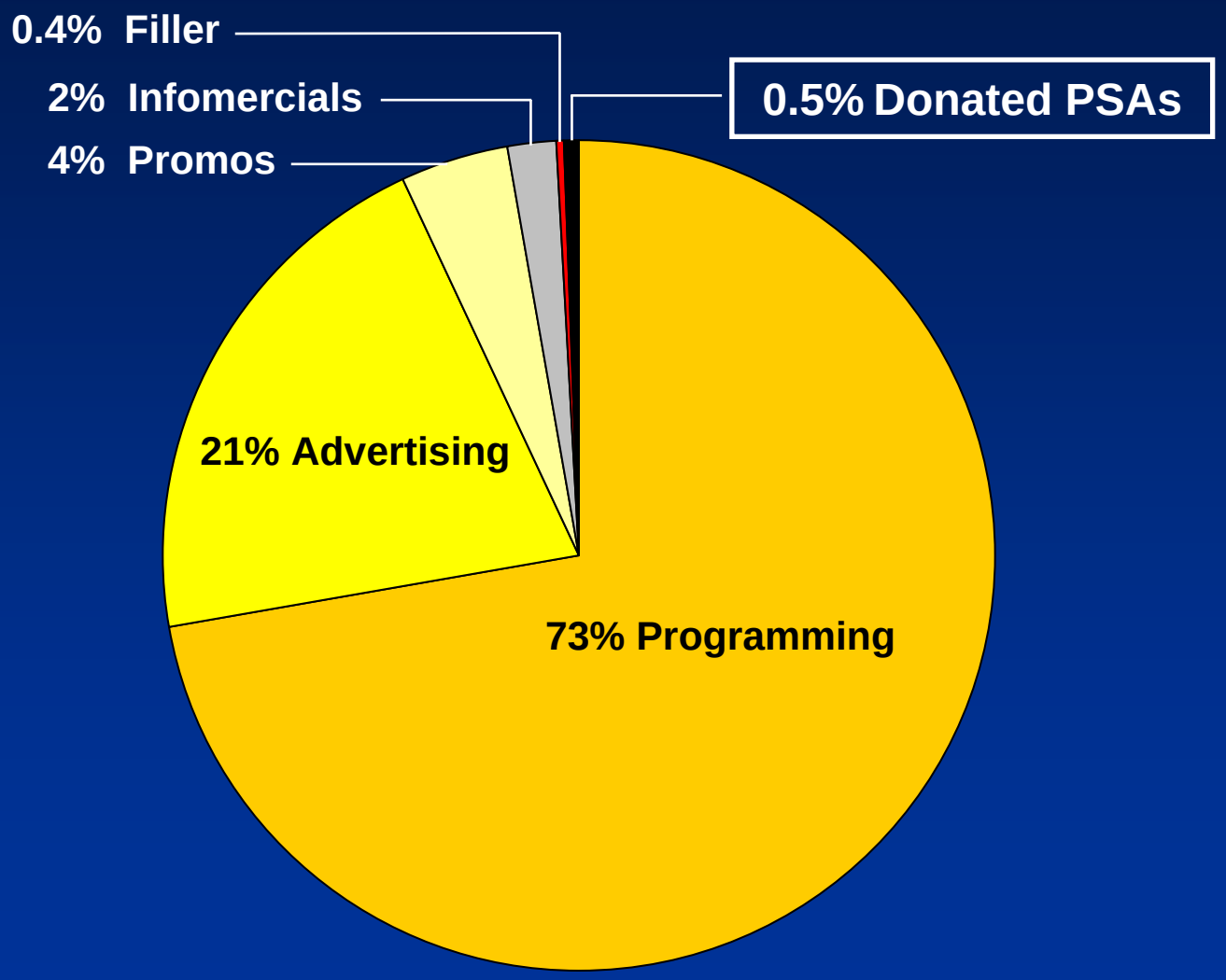

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Donated PSAs

THE HENRY J. KAISER FAMILY FOUNDATION

# Findings – Donated PSAs

## Proportion of time networks devote to:




Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs

THE HENRY J. KAISER FAMILY FOUNDATION

## Amount of airtime donated to PSAs on TV:

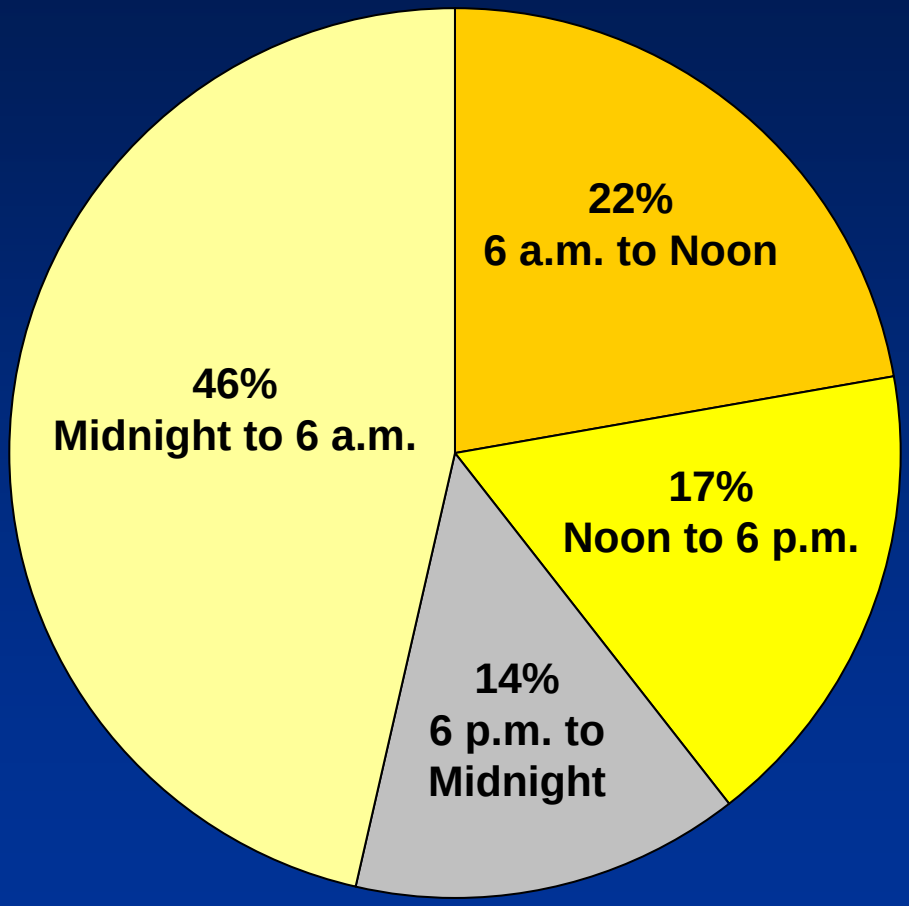
| | |
|---|---|
| **Average – all stations:** | **0:17 seconds an hour** |
| **In prime time:** | **0:09 seconds an hour** |
| **Broadcast:** | **0:18 seconds an hour** |
| **In prime time:** | **0:06 seconds an hour** |
| **Cable:** | **0:15 seconds an hour** |
| **In prime time:** | **0:09 seconds an hour** |
| **Univision:** | **0:29 seconds an hour** |
| **In prime time:** | **0:23 seconds an hour** |

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs

THE HENRY J. KAISER FAMILY FOUNDATION

## Time of day donated PSAs aired:

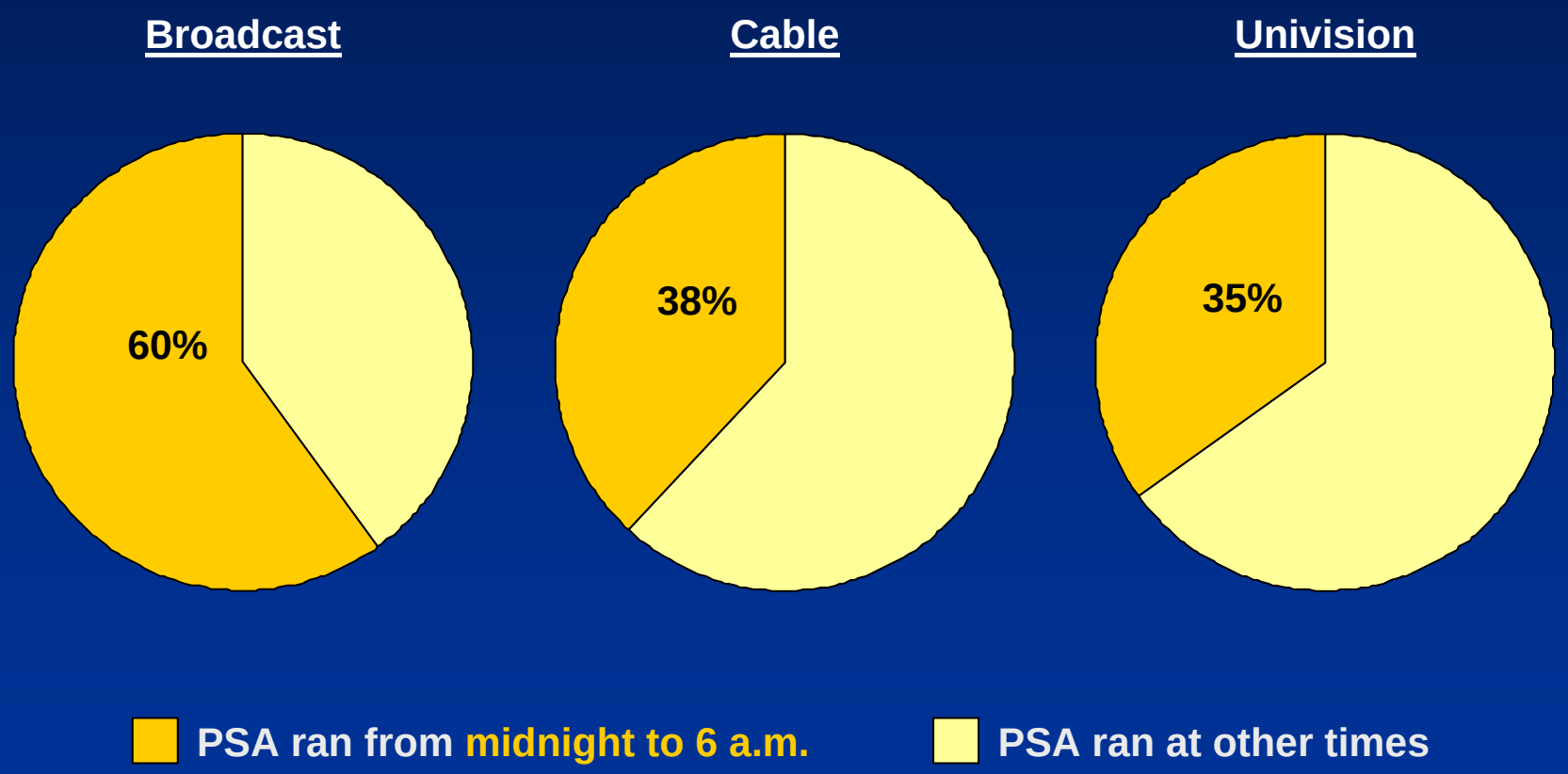



Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs

THE HENRY J. KAISER FAMILY FOUNDATION

## Proportion of PSAs aired from midnight to 6 a.m.:




Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs

THE HENRY J. KAISER FAMILY FOUNDATION

**Amount of time donated to PSAs per hour, on average:**

**2000: 0:15**
**2005: 0:17**

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs

THE HENRY J. KAISER FAMILY FOUNDATION

**Amount of time donated to PSAs per hour, on average:**

**2000: 0:15**
**2005: 0:17**

**Proportion of donated PSAs that aired between midnight and 6 a.m.:**

**2000: 43%**
**2005: 46%**

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs

THE HENRY J. KAISER FAMILY FOUNDATION

**Amount of time donated to PSAs per hour, on average:**

**2000: 0:15**
**2005: 0:17**

**Proportion of donated PSAs that aired between midnight and 6 a.m.:**

**2000: 43%**
**2005: 46%**

**Amount of time dedicated to non-program content per hour, on average:**

**2000: 15:35**
**2005: 16:25**

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs

THE HENRY J. KAISER FAMILY FOUNDATION

**Amount of time donated to PSAs per hour, on average:**

**2000: 0:15**
**2005: 0:17**

**Proportion of donated PSAs that aired between midnight and 6 a.m.:**

**2000: 43%**
**2005: 46%**

**Amount of time dedicated to non-program content per hour, on average:**

**2000: 15:35**
**2005: 16:25**

**Amount of time donated to PSAs per hour, on cable:**

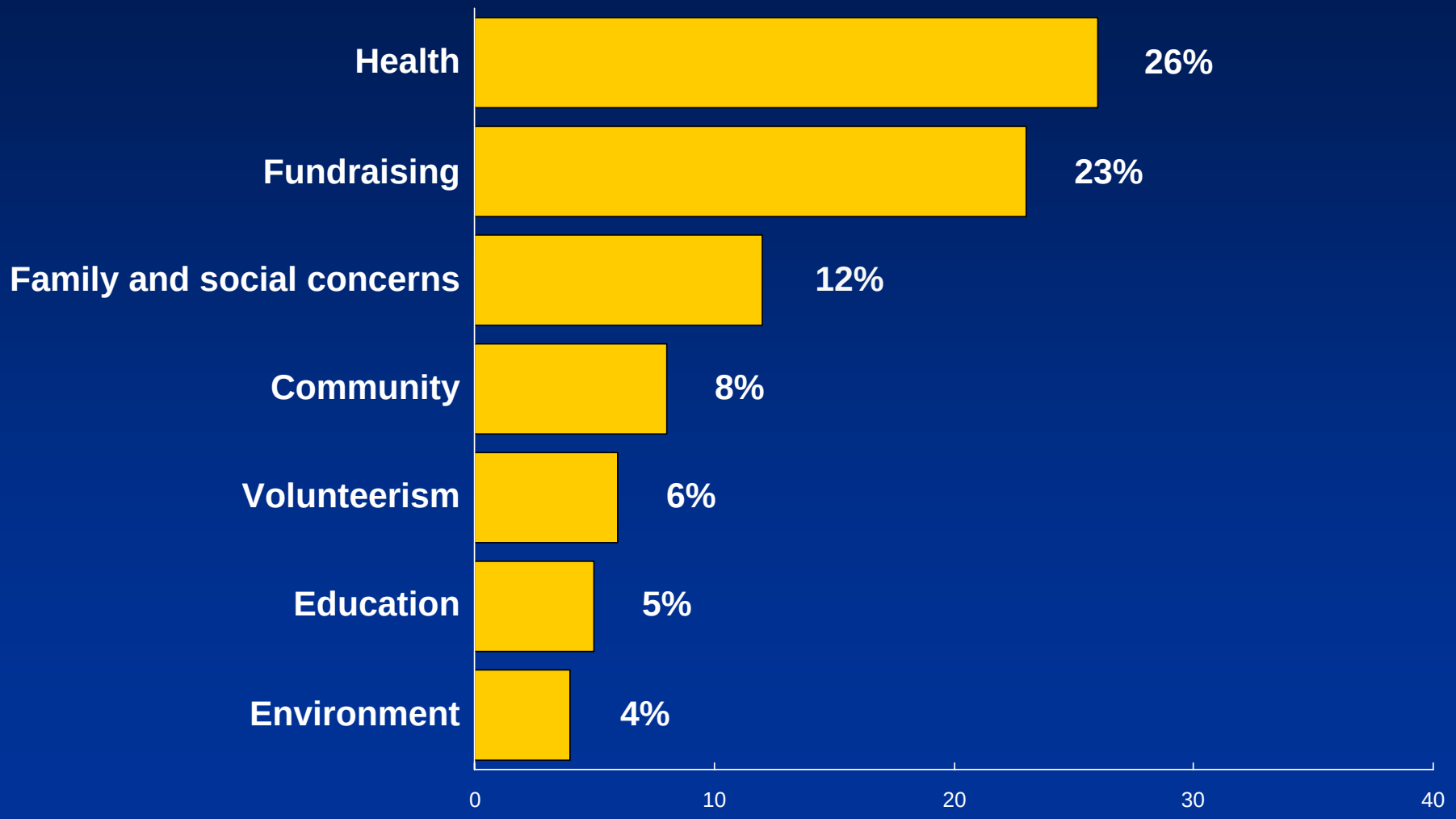
**2000: 0:07**
**2005: 0:15**

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs – Top Issues

THE HENRY J. KAISER FAMILY FOUNDATION

## Among donated PSAs, proportion devoted to each topic area:

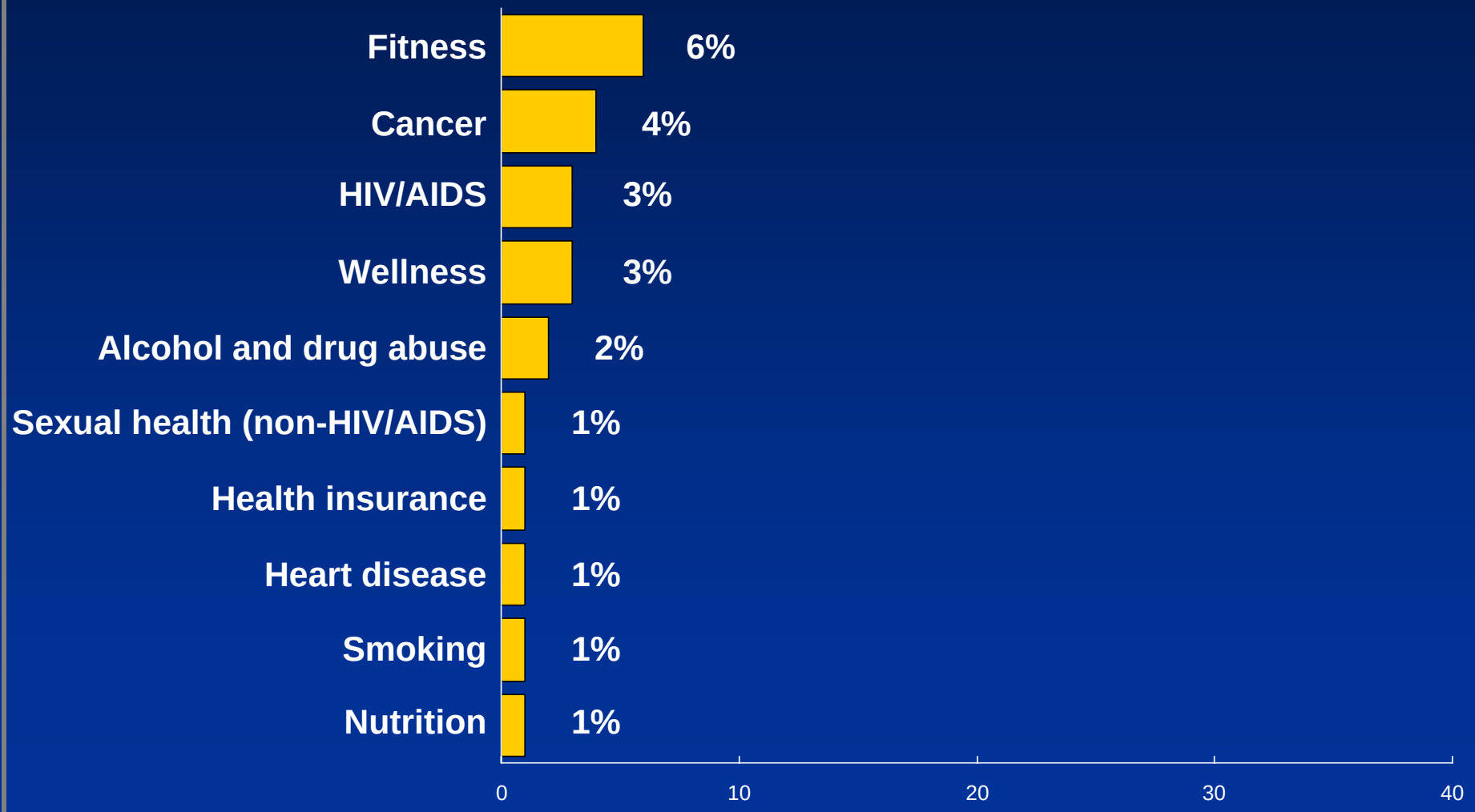



Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs – Health Issues

THE HENRY J. KAISER FAMILY FOUNDATION

## Among donated PSAs, proportion devoted to each health topic:




Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs

THE HENRY J. KAISER FAMILY FOUNDATION

**Among all networks, amount of time devoted to health topics, per week, on average:**

**Broadcast**

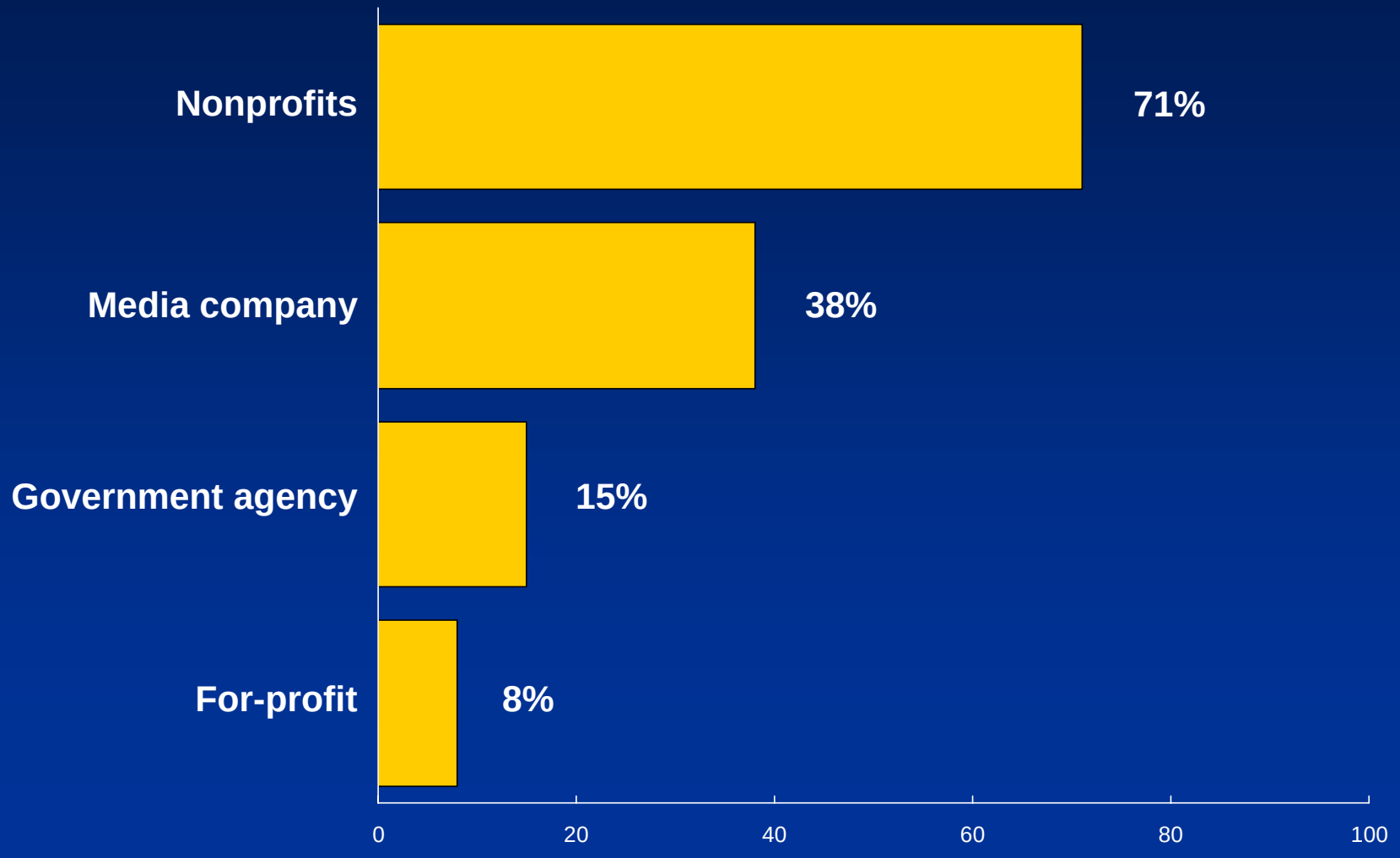
| | |
|---|---|
| **Fitness:** | **2:52 per week** |
| **Cancer:** | **1:57 per week** |
| **HIV/AIDS:** | **1:31 per week** |

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs - Sponsors

THE HENRY J. KAISER FAMILY FOUNDATION

**Among donated PSAs, proportion that are sponsored or co-sponsored by:**

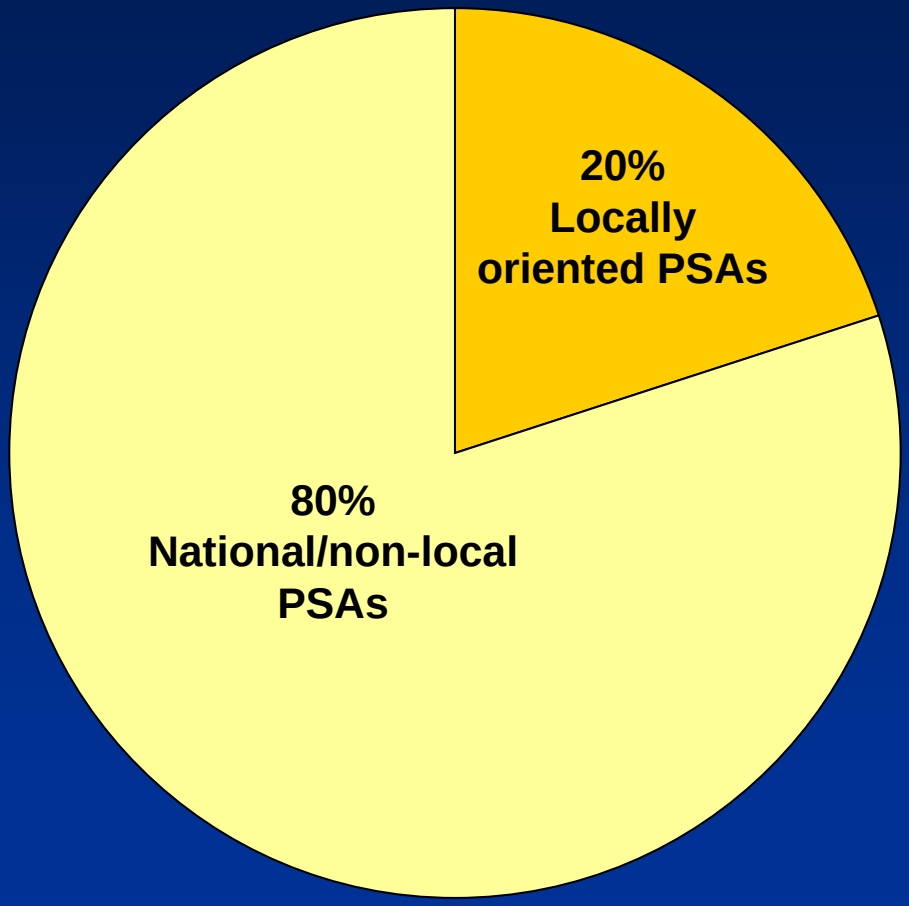



Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs - Local/National

THE HENRY J. KAISER FAMILY FOUNDATION

**Among donated PSAs, proportion that are locally vs. nationally oriented:**

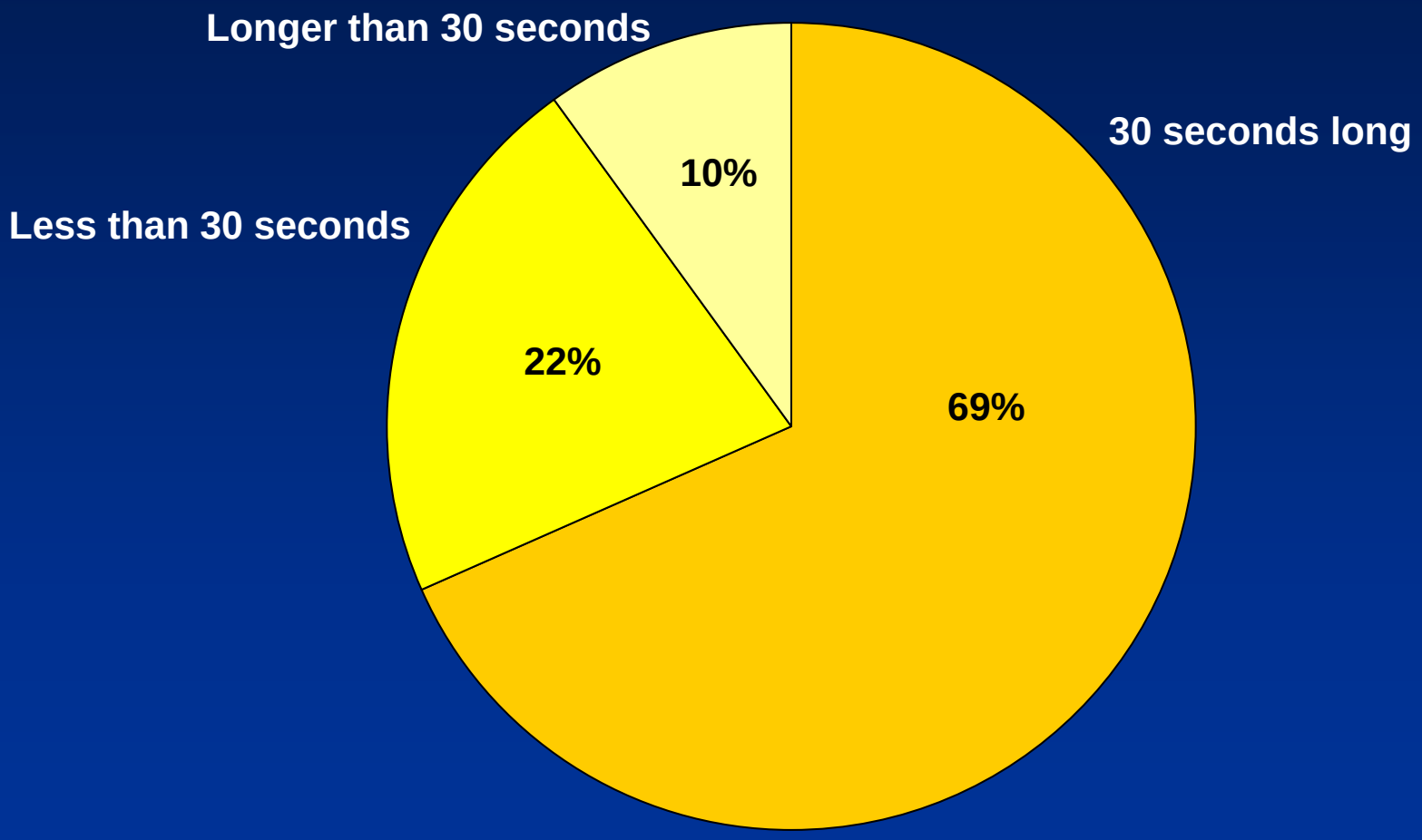



Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs – Spot Length

THE HENRY J. KAISER FAMILY FOUNDATION

## Among donated PSAs, proportion that are:

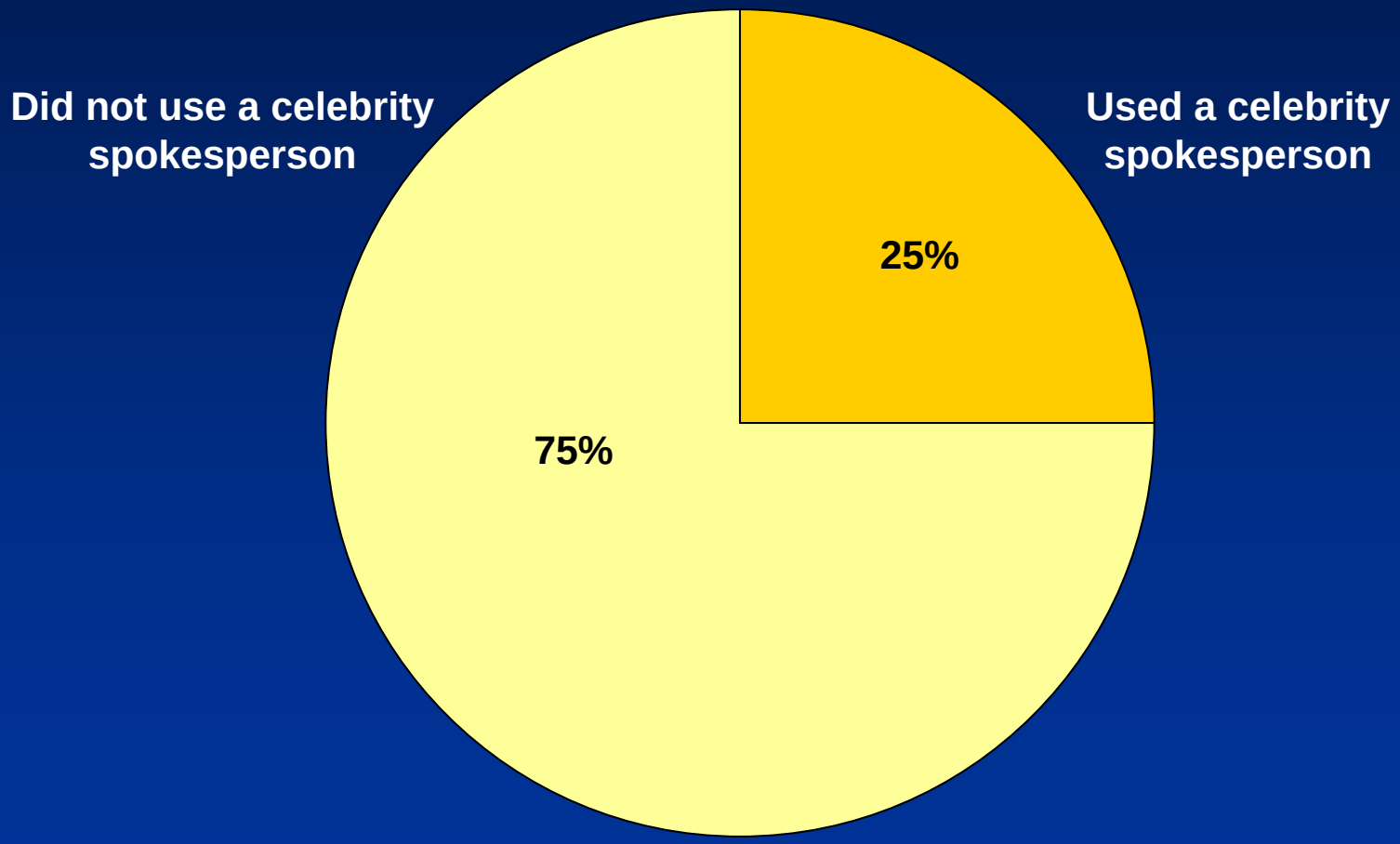



Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs – Spokespersons

THE HENRY J. KAISER FAMILY FOUNDATION

**Among donated PSAs, proportion using a celebrity spokesperson:**

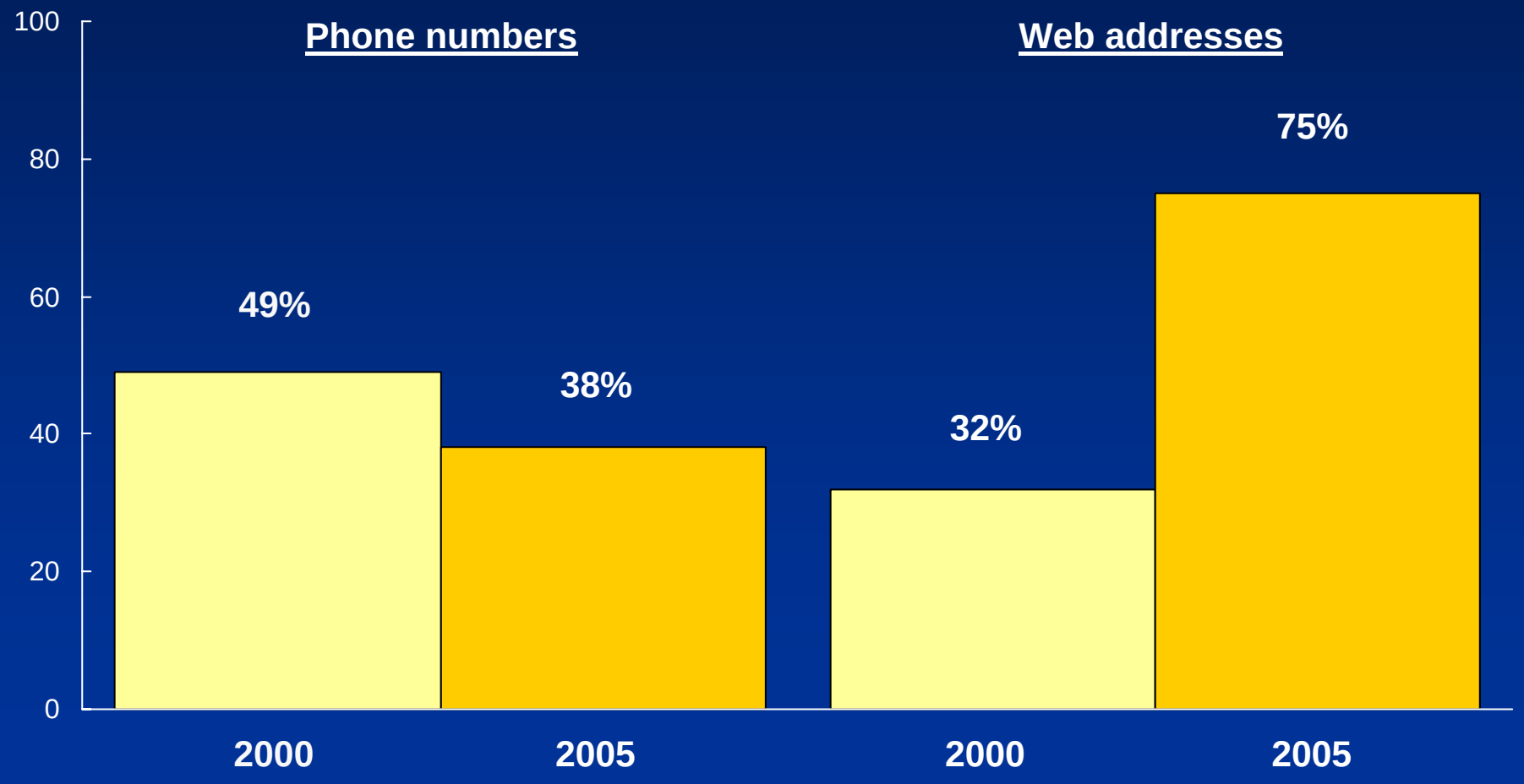



Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated PSAs – Follow-Up

THE HENRY J. KAISER FAMILY FOUNDATION

**Among donated PSAs, proportion offering viewers follow-up information via:**




Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Paid PSAs

THE HENRY J. KAISER FAMILY FOUNDATION

# Findings – Paid PSAs

THE HENRY J. KAISER FAMILY FOUNDATION

**Amount of time devoted to paid PSAs per hour, on average:**

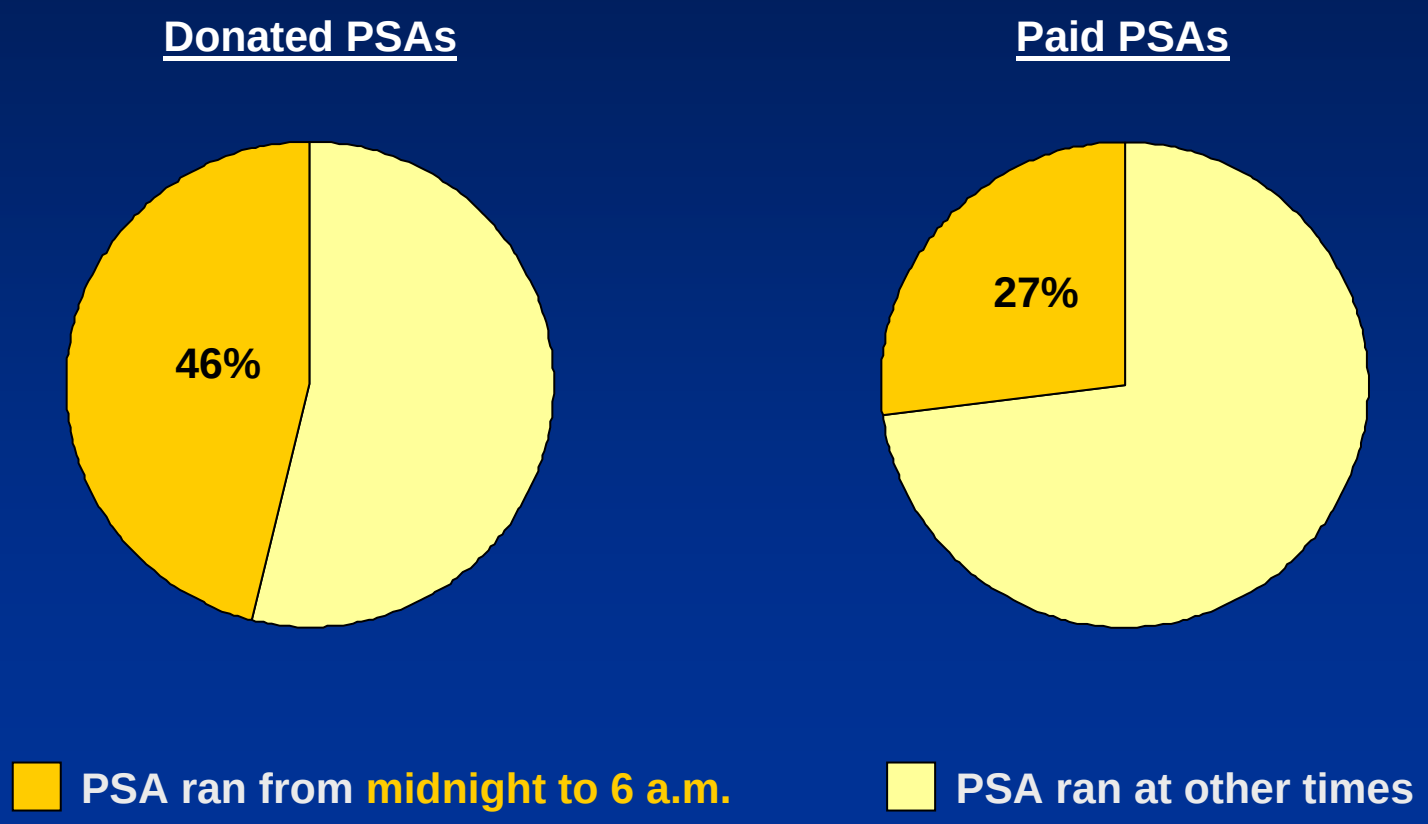
**2000: 0:09**
**2005: 0:10**

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Donated vs. Paid PSAs

THE HENRY J. KAISER FAMILY FOUNDATION

**Proportion of spots aired from midnight to 6 a.m., paid versus donated PSAs:**

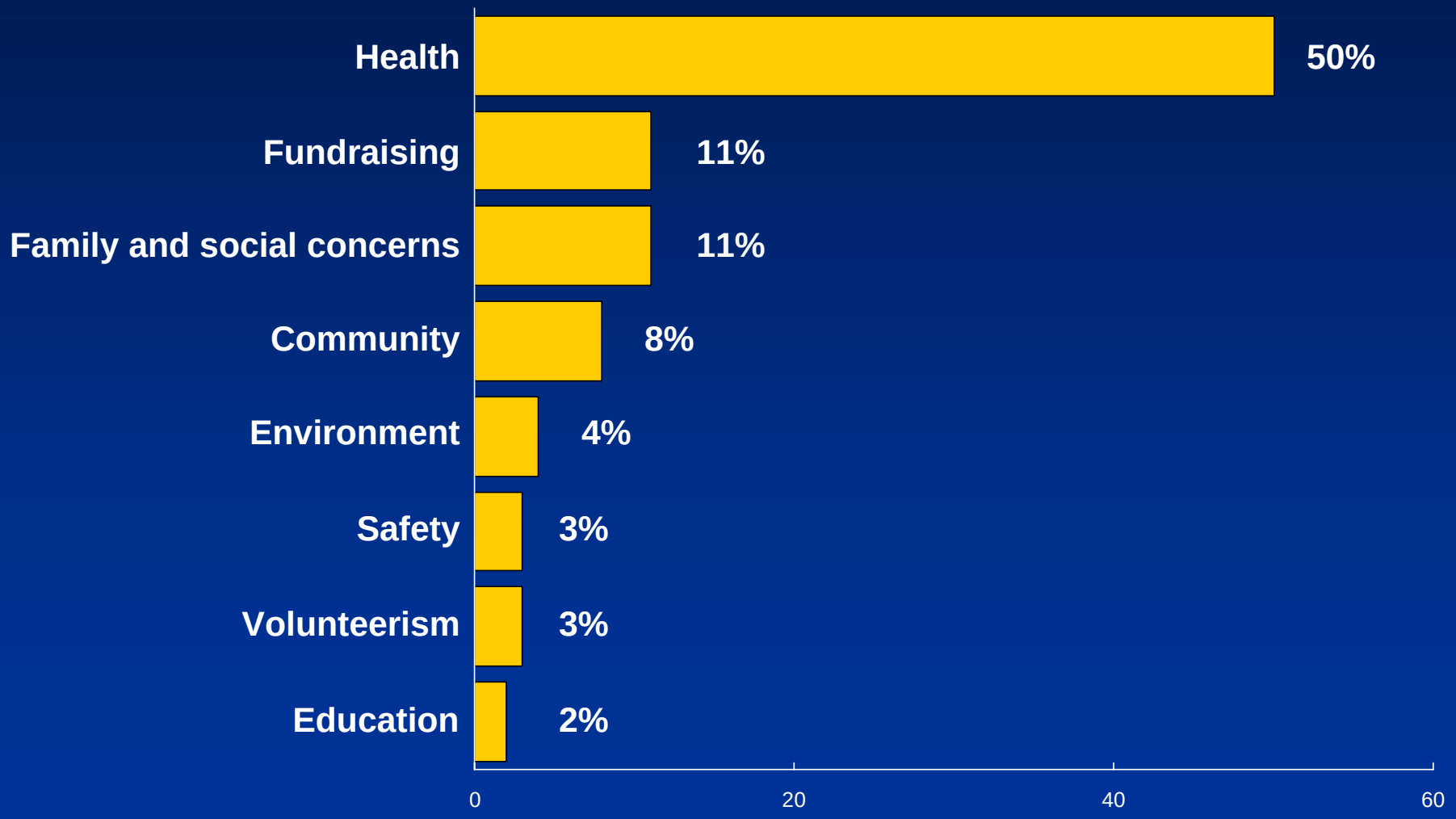



Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Paid PSAs – Top Issues

THE HENRY J. KAISER FAMILY FOUNDATION

## Among paid PSAs, proportion devoted to each topic area:




Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

# Findings – Paid PSAs – Health Issues

THE HENRY J. KAISER FAMILY FOUNDATION

**Among paid PSAs, amount of time devoted to health topics per week, over time:**

**Alcohol and Drug Abuse**

**2000: 2:55 per week**
**2005: 7:29 per week**

**Smoking**

**2000: 4:27 per week**
**2005: 3:22 per week**

**Sexual Health/HIV/STDs**

**2000: 0:16 per week**
**2005: 0:36 per week**

Source: Kaiser Family Foundation, *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World,* January 2008.

THE HENRY J. KAISER FAMILY FOUNDATION

# SHOUTING TO BE HEARD (2)

## PUBLIC SERVICE ADVERTISING IN A CHANGING TELEVISION WORLD