

A Kaiser Family Foundation Report

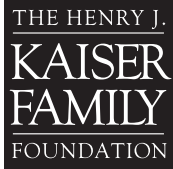


Acknowledgements

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A Kaiser Family Foundation Report

January 2008

**S H O U T I N G
T O B E
H E A R D (2)**

**PUBLIC SERVICE
ADVERTISING
IN A
CHANGING
TELEVISION WORLD**

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INTRODUCTION

For many nonprofits and government agencies, public service announcements (PSAs) are a critical lifeline to key constituencies. These messages are often a central component of public education campaigns designed to raise money, generate awareness, change attitudes, and modify behaviors on a variety of pressing social issues including alcohol and drug abuse, cigarette smoking, hunger, literacy, drunk driving, AIDS, and mentoring.

In today's rapidly changing media environment, many organizations are experimenting with a variety of techniques for reaching the public—incorporating messages into scripted TV shows, creating issue-oriented video games, using text messaging, or soliciting user-generated content on Web sites.

But given the amount of time most people spend watching TV, televised PSAs are still a core component of most major public education efforts, just as the 30-second TV spot continues to dominate the advertising world, despite all the new media options available to marketers.

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For example, the Nielsen media ratings company estimates that the television is on an average of more than eight hours a day in American homes, up an hour a day from 10 years ago (Nielsen Media Research, 2006). Even teenagers (ages 15-18) spend twice as much time watching TV (2:46) as they do using a computer (1:22), and more than three times as much as they spend playing video games (0:49) (Kaiser Family Foundation, 2005). For many public education campaigns, television is likely to be essential—such as for reaching senior citizens with information about prescription drugs or very young children with messages about fitness or nutrition.

So, just as commercial advertisers are sticking with TV as they experiment with new media, nonprofits still turn to television PSAs for many public education campaigns. Some organizations (including the Kaiser Family Foundation) have changed the way they use TV as they move more extensively into new media platforms: for example, using short TV spots to drive viewers to the Web or their mobile phones for more information, and looking at PSAs as one part of an integrated, multi-platform approach that may also include issue placement in popular shows.

Some skeptics question the effectiveness of using PSA campaigns at all, deriding them as an outmoded relic. On the other side of the coin, there are those who treat PSA campaigns as a simple solution to any problem, whether it's childhood obesity or preventing marijuana use. In fact, the research indicates that PSAs *can* inform and even change behaviors—if the spots themselves are well-crafted and *if* they get sufficient airtime in front of their target audience.

It is this latter issue—the amount of time dedicated on television to public service announcements—that is the focus of this report. Without sufficient time on-screen, no PSA—and no commercial advertisement, for that matter—can hope to have an impact. A first measure of a successful PSA is if it is seen at all.

Public service campaigns have many different goals. In some cases, organizations are trying to raise funds, recruit volunteers, promote a specific event, or bring attention to the group's work on an issue. In these cases, more modest allocations of airtime may suffice. In other cases, campaigns are designed to raise awareness, change attitudes, or even change ingrained behaviors, such as reducing smoking, preventing drug or alcohol abuse, or promoting physical fitness. In these cases, having a substantial amount of airtime to get the campaign's messages in front of the target audience is critical.

Technically, by definition, PSAs are messages furthering a public interest issue that are aired for free by a media outlet. In this study we focus on *televised* PSAs. Decades ago, the Federal Communications Commission (FCC), at the time focusing specifically on broadcast television, defined a PSA as “one 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).

Neither broadcast nor cable television, nor any other form of media, are today required to run PSAs, although television broadcasters *are* required to “serve the public interest,” and any PSAs they choose to run can count toward that obligation. (Cable television networks have no regulatory public interest obligations, although, as this report shows, they often donate substantial time anyway.)

There are those who have argued that broadcasters (others say *any* media) should be required to dedicate a certain amount of airtime to PSAs in exchange for their use of the public airwaves, as part of their “public interest obligations.” Ten years ago, then-Chairman of the FCC Reed Hundt noted that PSA time had “dried up and disappeared like rain in the desert.” Some advocates have suggested a minimum of one minute per hour of television be devoted to PSAs, but those proposals have never made headway either at the FCC or in Congress. Others have suggested that given the expansion in cable viewing, new public interest requirements should apply there as well, despite the fact that cable providers don't use the public airwaves. With the increasing use of other “new media” platforms, in future years this debate may extend to include the Web and mobile phones.

Although a PSA is, by definition, an ad that uses donated media space, from the viewers' perspective there is no way of knowing whether the time for a particular PSA is provided at no cost or whether there is a paying sponsor. There are ads that appear on TV that may contain public interest messages—urging viewers to refrain from smoking or drinking and driving, for example—even though the time for these spots was purchased.

In recent years, there have been major “paid” PSA campaigns from the government, from nonprofits, and from corporations. For example, the federal Office of National Drug Control Policy purchases airtime for PSAs on drug abuse (but with a requirement that stations “match” those purchases with donated time); the American Legacy Foundation relied on a purchased campaign against youth smoking when their funding allowed it and is now incorporating donated airtime; and companies such as Phillip Morris have their own ads against youth smoking (which some advocates argue are counter-productive). Accordingly, this study followed up with the television stations and sponsors to confirm whether each PSA that was reviewed was “donated” or “paid,” and those findings are specified in this report.

This report updates a previous study—*Shouting to Be Heard: Public Service Advertising in a New Media Age*—conducted by the Kaiser Family Foundation in 2000 and released in 2002. The current report replicates the methodology of the first study and offers a picture of the PSA landscape on television, including both broadcast and cable, as of 2005; changes from five years earlier are noted. The report provides separate data on donated and purchased PSAs.

Like its predecessor, this study was guided by the following research questions:

- How much airtime is donated to PSAs by broadcast and cable television?
- What time of day do most PSAs run?
- How prevalent is the practice of buying time for PSAs, and how does the airtime for “paid” campaigns differ from “donated” ones?
- Who sponsors donated or paid PSA campaigns?
- What topics do PSAs most frequently cover?

- What proportion of PSAs feature network stars or other celebrities?
- To whom are PSAs targeted? Are they aimed at general or specific audiences?
- How long are most PSAs?
- How do broadcast and cable networks differ in their treatment of PSAs, if at all?

Public service advertising is a potentially powerful tool in the effort to address the many public health and other social challenges facing this country. Whether it's tackling childhood obesity, recruiting community volunteers, raising awareness about global warming, promoting HIV testing or raising money for medical research, PSAs have the potential to reach a large audience to get the message out. It is the purpose of this study to provide basic data about the state of public service advertising on television today, and to ask where we want to go from here.

OVERVIEW OF METHODOLOGY

The study examined a full week of television content on affiliates of ten major broadcast and cable networks: the four major broadcast networks; five basic cable channels that represent news, sports, music, children's and general audience programming; and one Spanish language network. The networks in the study are: ABC, CBS, Fox, NBC, CNN, ESPN, MTV, Nickelodeon, TNT, and Univision. For each network, programming was sampled on local affiliates in seven different markets across the country: Atlanta, Chicago, Dallas, Denver, Los Angeles, New York, and Seattle. A total of 1,680 hours of television content was collected and analyzed for the study.

Because television content varies across weeks and seasons, the study used a composite week of programming, collected from September 25 through December 3, 2005. All recorded television content was viewed and all non-programming content (e.g., advertising, program promotions, PSAs, and infomercials) was identified and coded. Coding was conducted by a group of carefully trained coders whose performance was systematically monitored to ensure high intercoder reliability.

The study deliberately used an inclusive standard for designating non-programming content as PSAs. In addition to traditional PSAs from nonprofits (e.g., the United Way, American Cancer Society) and government organizations (e.g., Department of Health and Human Services), the study included most community calendar announcements and network-branded campaigns that showcase the networks' own stars (sometimes referred to as "PSA-style promos").

A total of 1,595 public interest messages were identified. To determine whether they were donated or paid for, the study used letters, email, and telephone calls to stations, cable franchises, and sponsors. A total of 969 donated PSAs and 626 paid PSAs were identified and studied in depth. The topic area of the PSA, the name and type of sponsoring organization(s), the age of the primary target audience, whether the PSA related to a children's issue, the use and identification of celebrities, and the presentation of phone numbers or Web sites for viewer follow-up were coded.

In the tables, results are presented individually for each channel, and then the averages are presented for broadcast (ABC, CBS, Fox, and NBC), cable (CNN, ESPN, MTV, Nickelodeon, and TNT), and then all channels combined (all of the above plus Univision). Where relevant, findings from the current study are compared to the earlier results, and changes that are statistically significant are reported in the tables and text of this report.

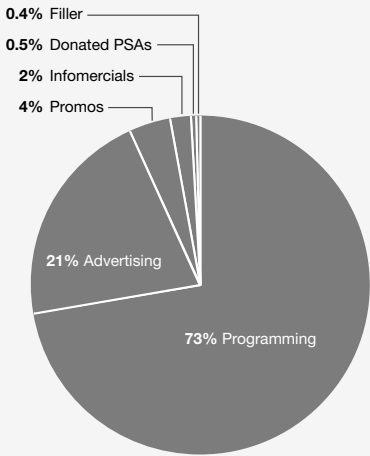
The study was designed by staff of the Kaiser Family Foundation in collaboration with Professor Walter Gantz of Indiana University. Implementation of the study was overseen by Nancy Schwartz of Indiana University. Analyses were run by James Angelini, then of Indiana University and currently of the University of Delaware. This report was written by Professor Gantz and Vicky Rideout of the Kaiser Family Foundation.

KEY FINDINGS

AMOUNT OF TIME DONATED TO PSAs

- Overall, the broadcast and cable stations in the study donated an average of 17 seconds an hour to PSAs.
- This represents one-half of one percent of all TV airtime on these channels (.5%). By comparison, 25 percent of all airtime was spent on advertising (21%) and promos (4%).
- The English-language broadcast stations in the study donated an average of 18 seconds an hour to PSAs. The cable stations donated an average of 15 seconds an hour. The Spanish language network donated an average of 29 seconds per hour to PSAs.
- During prime time, there was an average of nine seconds per hour donated to PSAs across stations: six seconds per hour on the major broadcast channels, nine seconds on the cable stations, and 23 seconds on the Spanish language network.
- Changes from 2000–2005 in the amount of time donated to PSAs:
 - Overall, there was no statistically significant change from 2000 to 2005 in the average amount of time donated to PSAs. In 2000, there was an average of 15 seconds an hour donated for PSAs across all stations, or about .4% of all airtime, compared to 17 seconds and .5% of all airtime in 2005—not a statistically significant change.
 - When looking just at cable, the amount of time donated to PSAs did increase, from an average of seven seconds per hour in 2000, to 15 seconds an hour in 2005.

CHART 1: Proportion of Time Networks Devote to:



Note: Totals may not add to 100% due to rounding.

TIME OF DAY OF DONATED PSAs

- Just under half (46%) of all time donated to PSAs occurred between the hours of midnight and 6 AM, across all stations in the study.
- On the broadcast stations, a greater proportion of donated PSA airtime occurred during the overnight hours (60%), compared to 38 percent for the cable stations, and 35 percent for the Spanish language channel.
- Changes from 2000–2005 in the time of day of donated PSAs:
 - Overall, there was no statistically significant change in the time of day during which airtime was donated to PSAs. In 2000, 43 percent of all donated airtime occurred after midnight, compared to 46 percent in 2005.
 - The amount of time donated to PSAs during prime time also did not change significantly, going from five to six seconds per hour on broadcast, and from eight to nine seconds per hour on cable.

PROVISIONS FOR VIEWER FOLLOW-UP

- A large majority of all donated PSAs included some type of provision for viewers to follow up on information presented in the spot: for example, a Web address (75%) or a toll-free telephone number (38%).
- Changes from 2000–2005 in provisions for viewer follow-up:
 - The proportion of donated spots with any method for follow-up increased from 72 percent to 85 percent.
 - The proportion featuring a Web address increased from 32 percent to 75 percent, while the proportion with a toll-free telephone number decreased from 49 percent to 38 percent.

ISSUES ADDRESSED BY DONATED PSAs

- More than one out of three donated PSAs (38%) concerned a children’s issue, such as an ad on reading, mentoring, parenting or child health.
- One out of every four donated PSAs (26%) was on a health-related topic, including fitness (6% of all donated PSAs), cancer (4%), and HIV/AIDS (3%).
- Across all stations studied, an average of just under 13 minutes a week (12:54) was donated to PSAs on health topics. Both broadcast and cable stations devoted a similar amount of time to PSAs on health issues (10:22 a week for broadcast, 11:33 for cable). The Spanish-language network in the study donated almost a half-hour per week to PSAs on health (29:45).
- On obesity-related issues, there was an average of 2:52 a week devoted to PSAs on fitness. These messages were found disproportionately on one children’s network that carried a little over 15 minutes a week on the topic. That same network was the only one in the study that aired any donated PSAs on nutrition during the period of the study, and that network aired an average of 4:10 per week on the topic.

CHART 2: Time of Day of Donated PSAs

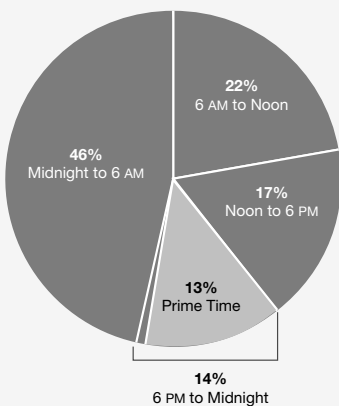
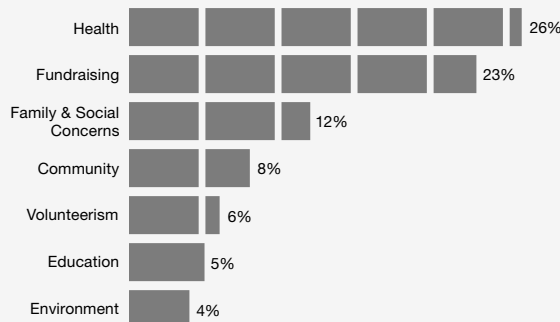


CHART 3: Top Issues in Donated PSAs



- Changes from 2000–2005 in issues addressed by donated PSAs:
 - Children and health continued to be the primary subject matter for donated PSAs, with no statistically significant change in the proportion of PSA-time devoted to those topics.
 - The *amount* of time devoted to health topics increased from 11:28 per week to 12:54 per week, an increase of about 12 seconds per day, on average.

PRIMARY SPONSORS OF DONATED PSAs

- Most donated PSAs (61%) had a single sponsor, while 39 percent had two or more co-sponsors.
- Nonprofits were the most common sponsors of donated PSAs (71% were sponsored or co-sponsored by a nonprofit). More than a third (38%) of all spots listed a media company as a sponsor or co-sponsor. Government agencies sponsored or co-sponsored 15 percent of all donated spots, with for-profit companies co-sponsoring eight percent of all donated spots.

- Changes from 2000–2005 in sponsorship of donated PSAs:
 - The proportion of donated PSAs sponsored or co-sponsored by nonprofits and media companies increased from 2000 to 2005 (from 64% to 71% for nonprofits, and from 33% to 38% for media), while the proportion sponsored or co-sponsored by government agencies decreased (from 20% to 15%).

LOCAL VS. NATIONAL ORIENTATION OF DONATED PSAs

- Overall, one in five (20%) donated PSAs were locally vs. nationally focused. On the broadcast stations, 26% of donated spots were locally oriented, while the same was true for just 6% of spots on cable channels. By contrast, one in three (34%) donated PSAs on the Spanish language network had a local focus.
- Changes from 2000–2005 in local vs. national orientation of donated PSAs:
 - The proportion of time donated to locally oriented spots decreased on both broadcast (from 33% to 26%) and cable (from 20% to 6%).

LENGTH OF DONATED PSAs

- Most donated PSAs (69%) were 30 seconds long. Twenty-two percent were *less* than 30 seconds long, and 10 percent were *longer* than 30 seconds.
- On broadcast stations, 30 percent of all donated spots were less than 30 seconds, while on cable 15 percent were.
- Changes from 2000–2005 in length of donated PSAs:
 - Between 2000 and 2005, there was no change in the overall proportion of donated PSAs that were less than 30 seconds long.

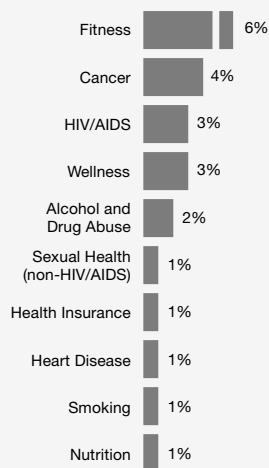
TARGET AUDIENCE OF DONATED PSAs

- Eight percent of all donated PSAs specifically targeted children or teens. Two percent specifically targeted seniors.

USE OF CELEBRITIES IN DONATED PSAs

- One out of four (26%) donated PSAs featured a celebrity spokesperson of some kind.
- Thirteen percent of all donated PSAs featured a star or personality specifically associated with the network on which the PSA aired. Broadcast stations were more likely to use this technique than cable outlets: one in five (20%) donated spots on the broadcast channels featured a network figure, compared to one in 20 (5%) on cable.

CHART 4: Top Health Issues in Donated PSAs



PAID PSAs

- Of all public interest messages being aired on television, more than a third (39%) used airtime purchased by the sponsor rather than donated by the station. This is roughly the same proportion found in 2000 (36%).
- Across stations, there was an average of 10 seconds per hour of paid PSAs, not a statistically significant change from 2000 (9 seconds per hour).
- Paid PSAs continue to get better airtime than those relying on donated time: 27 percent ran after midnight (compared to 46 percent of donated spots); 19 percent ran during prime time (compared to 13 percent for donated spots).
- A little more than a third (37%) of paid PSAs were sold at some type of discount, either a special nonprofit rate, or being part of a “match” in which sponsors purchased one spot and got another for free.

- Half of all paid PSAs had a for-profit sponsor, 38 percent were sponsored by a nonprofit, 28 percent had a government sponsor, and 25 percent had a media sponsor. The proportion featuring a nonprofit sponsor dropped substantially from 2000 (from 64 percent to 38 percent), while the proportion with for-profit sponsors increased from 23 percent to 51 percent.
- Nearly half (47%) of all paid PSAs featured children’s issues. Likewise, half (50%) of all paid PSAs focused on a health-related topic (an increase from 39 percent in 2000). The most common health topic in 2005 was alcohol and drug abuse prevention (7:29 per week, up from 2:55 in 2000). Paid spots on smoking decreased to 3:22 per week across networks, down from 4:27.

AMOUNT OF ADVERTISING AND OTHER NON-PROGRAMMING CONTENT ON TV

- Across all channels in the study, a little more than one out of every four minutes—or 27 percent of all airtime—was devoted to non-programming content (16:25 per hour, up from 15:35 in 2000).
- This includes an average of about 12.5 minutes an hour of ads (12:25) and two and a half minutes an hour of promos (2:32), along with filler, infomercials and PSAs.
- The amount of time dedicated to advertising increased from 11:45 in 2000 to 12:25 in 2005.
- The four major broadcast networks and their affiliates aired considerably more non-programming content per hour (18:47) than did the cable stations in the study (15:04).

DETAILED FINDINGS

ADVERTISING AND OTHER NON-PROGRAMMING CONTENT, INCLUDING DONATED PSAs

Across stations, slightly more than one in four minutes (16:25) was devoted to non-programming content (see Exhibit 1). This represents 27 percent of each hour—and an increase of one percent from the study conducted in 2000 when the average was 15:35 per hour of non-programming content (see Exhibits 2, 3, and 4). Non-programming time ranged from 13:48 per hour to 21:24 per hour, depending on the network—or from 23 percent to 36 percent of each hour. The four major broadcast networks and their affiliates aired considerably more non-programming content per hour (18:47) than did the cable channels studied (15:04).

Across channels, most non-programming time (12:25 per hour) was given to paid advertisements. This represents 21 percent of each hour, up one percent from 2000, when there was 11:45 of paid ads. Compared to cable, the broadcasters in the study aired an additional minute of advertising (1:06) each hour. Advertising ranged from 11:54 per hour to 14:05 on the English-language broadcast and cable channels in the study.

Program, channel, and network promotions received two and a half minutes per hour (2:32) of airtime. This is a slight decrease from the 2:43 recorded in 2000. Promos ranged from 1:35 per hour to 5:05, with broadcast and cable averaging a roughly

EXHIBIT 1. Minutes per Hour of Non-Programming Content, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Ads	14:05	13:21	12:56	14:01	13:07	11:54	13:57	11:43	11:49	7:15	13:36	12:30	12:25
Promos	2:01	2:17	2:37	2:16	1:35	1:44	3:04	1:53	2:52	5:05	2:17	2:14	2:32
Donated PSAs	0:18	0:16	0:12	0:25	0:17	0:10	0:18	0:13	0:18	0:29	0:18	0:15	0:17
Infomercials	1:25	1:52	5:36	0:30	0:00	0:00	0:00	0:00	0:00	0:00	2:21	0:00	0:56
Filler	0:13	0:29	0:02	0:16	0:01	0:01	0:20	0:04	0:01	0:58	0:15	0:05	0:14
Total	18:01	18:14	21:24	17:28	15:00	13:48	17:40	13:52	15:00	13:47	18:47	15:04	16:25

Note: Totals don't always reflect the summative contributions of individual items due to rounding error.

EXHIBIT 2. Minutes per Hour of Non-Programming Content, Over Time

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005	2000	2005
Ads	13:12	13:36	11:40	12:30 ^b	11:45	12:25 ^b
Promos	2:22	2:17	2:21	2:14 ^a	2:43	2:32 ^b
Donated PSAs	0:17	0:18	0:07	0:15 ^b	0:15	0:17
Infomercials	1:34	2:21 ^b	0:04	0:00 ^a	0:39	0:56 ^b
Filler	0:13	0:15	0:09	0:05 ^b	0:13	0:14
Total	17:38	18:47 ^b	14:22	15:04 ^b	15:35	16:25 ^b

Note: Totals don't always reflect the summative contributions of individual items due to rounding error. Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

equal amount of promo time (2:17 for broadcast, 2:14 for cable). The broadcasters did air more infomercials than their cable counterparts—an average of 2:21 per hour to none. This appears to account for much of the difference in non-programming time between broadcast and cable. It also accounts for the significant increase in infomercials from 2000.

Donated PSAs received 17 seconds of airtime per hour, less than one percent (0.5) of all airtime and 1.7 percent of all non-programming time. This is not a statistically significant change from 2000 (donated PSAs went from .4 percent to .5 percent of all airtime). The amount of time devoted to donated PSAs ranged from 10 to 29 seconds per hour across channels. The major broadcast affiliates offered 18 seconds per hour of donated PSAs; for cable, the figure was 15 seconds an hour. For cable, this represented a sizable increase from 2000 when they offered an average of seven seconds per hour of donated PSAs.

Although there was some variation across individual days of the week, the amount of time devoted to non-programming content did not vary dramatically from weekday to

weekend. On weekdays, the channels studied offered 16:30 per hour of non-programming content. On weekends, the per-hour figure was 16:13 (see Exhibit 5). Donated PSAs varied by two seconds per hour from weekdays (17 seconds) to weekends (19 seconds). Donated PSAs peaked at 20 seconds per hour on Sundays and were at their nadir on Thursdays (16 seconds/hour).

As viewers are likely to suspect, the amount of time devoted to non-programming content did vary across the day. Non-programming content peaked between midnight and 6 AM, averaging 18:26 per hour (see Exhibit 6). That represents 31 percent of each hour. There was very little variability throughout the rest of the day. Between 6 AM and noon, these networks aired 15:56 per hour of non-programming content. From noon to 6 PM and from 6 PM to midnight, the figures were 15:49 and 15:30 per hour, respectively. During prime time, the figure stood at 15:42.

There was some variation across markets. Channels in Seattle aired the most non-programming content. In that market, the per-hour figure was 17:36 (see Exhibit 7). Channels in Dallas offered the least amount

of non-programming content. The per-hour figure in Dallas was 15:42. The amount of time devoted to advertising did not appear to be a critical factor here. Instead, Seattle, which had the most non-programming time, had the least amount of time for advertising. It did, however, offer the most amount of time for donated PSAs—23 seconds per hour. In contrast, Dallas offered the least, with 14 seconds per hour devoted to donated PSAs in that market.

TIME OF DAY OF DONATED PSAs

As discussed above, the stations in this study provided an average of 17 seconds per hour of donated airtime for PSAs. Kaiser’s study of PSAs in 2000 documented the uneven distribution of donated PSAs across the day. As many nonprofits had feared, donated PSAs were disproportionately aired between midnight and 6 AM, when audiences are quite small. The situation remained the same in 2005.

Between midnight and 6 AM, the stations studied aired 32 seconds of donated PSAs per hour (see Exhibit 8). This represents 46 percent of all the time devoted to donated PSAs. In contrast, during prime time, when viewership peaks, there were nine seconds

EXHIBIT 3. Of All Airtime, the Proportion Devoted to Non-Programming Content, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Ads	23.5%	22.2%	21.6%	23.4%	21.9%	19.8%	23.3%	19.5%	19.7%	12.1%	22.7%	20.8%	20.7%
Promos	3.4%	3.8%	4.4%	3.8%	2.6%	2.9%	5.1%	3.1%	4.8%	8.5%	3.8%	3.7%	4.2%
Donated PSAs	0.5%	0.4%	0.3%	0.7%	0.5%	0.3%	0.5%	0.4%	0.5%	0.8%	0.5%	0.4%	0.5%
Infomercials	2.4%	3.1%	9.3%	0.8%	0%	0%	0%	0%	0%	0%	3.9%	0%	1.6%
Filler	0.4%	0.8%	0.1%	0.4%	*	*	0.6%	0.1%	*	1.6%	0.4%	0.1%	0.4%
Total	30.9%	30.4%	35.7%	29.1%	25.0%	23.0%	29.4%	23.1%	25.0%	23.0%	31.3%	25.1%	27.4%

* Above zero but less than 0.1%

Note: Proportions don’t always add to 100% due to rounding error.

EXHIBIT 4. The Proportion of All Airtime Devoted to Non-Programming Content, Over Time

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005	2000	2005
Ads	22.0%	22.7%	19.5%	20.8% ^b	19.6%	20.7% ^b
Promos	4.0%	3.8%	4.1%	3.7% ^a	4.7%	4.2% ^b
Donated PSAs	0.5%	0.5%	0.2%	0.4% ^b	0.4%	0.5%
Infomercials	2.6%	3.9% ^b	0.1%	0% ^a	1.1%	1.6% ^b
Filler	0.5%	0.4%	0.3%	0.1% ^b	0.5%	0.4%
Total	29.5%	31.3% ^b	24.1%	25.1% ^b	26.2%	27.4% ^b

Note: Proportions don't always add to 100% due to rounding error. Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

EXHIBIT 5. Minutes per Hour of Non-Programming Content, by Day of the Week

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekdays	Weekends
Ads	12:30	12:37	12:36	12:50	12:59	12:24	10:58	12:41	11:44
Promos	2:41	2:38	2:44	2:26	2:30	2:26	2:20	2:33	2:31
Donated PSAs	0:19	0:17	0:16	0:18	0:16	0:17	0:18	0:17	0:19
Infomercials	1:18	0:49	1:04	0:57	0:30	0:18	1:38	0:44	1:28
Filler	0:11	0:18	0:16	0:11	0:09	0:26	0:11	0:16	0:11
Total	17:00	16:39	16:56	16:42	16:24	15:51	15:25	16:30	16:13

Note: Totals don't always reflect the summative contributions of individual items due to rounding error.

EXHIBIT 6. Minutes per Hour of Non-Programming Content, by Time of Day and by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks	Proportion for All Networks
Midnight – 6 AM	20:17	21:15	30:56	19:23	15:11	15:06	17:02	16:09	14:41	14:22	22:58	15:38	18:26	31%
6 AM – Noon	17:30	16:49	19:27	18:00	15:03	12:46	18:27	11:51	16:39	12:44	17:57	14:57	15:56	27%
Noon – 6 PM	17:43	19:06	16:58	16:51	14:42	13:13	17:28	12:44	15:17	14:10	17:39	14:41	15:49	26%
6 PM – Midnight	16:35	15:46	18:14	15:36	15:04	14:07	17:41	14:43	13:24	13:53	16:33	15:00	15:30	26%
Prime Time (8 – 11 PM)	17:02	16:21	19:22	15:26	15:07	13:25	17:48	14:56	13:03	14:27	17:03	14:52	15:42	26%

EXHIBIT 7. Minutes per Hour of Non-Programming Content, by Market

	Atlanta	Chicago	Dallas	Denver	Los Angeles	New York	Seattle
Ads	12:23	12:47	12:10	12:54	12:25	12:24	11:51
Promos	2:33	2:24	2:26	2:28	2:27	2:28	3:01
Donated PSAs	0:18	0:16	0:14	0:19	0:16	0:17	0:23
Infomercials	0:35	1:05	0:43	0:57	0:50	0:14	2:10
Filler	0:23	0:10	0:08	0:13	0:14	0:20	0:12
Total	16:12	16:41	15:42	16:51	16:12	15:44	17:36

Note: Totals don't always reflect the summative contributions of individual items due to rounding error.

EXHIBIT 8. Minutes per Hour of Donated PSAs, by Time of Day and by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks	Proportion for All Networks
Midnight – 6 AM	0:40	0:38	0:28	1:04	0:26	0:16	0:15	0:08	0:48	0:39	0:43	0:23	0:32	46%
6 AM – Noon	0:18	0:12	0:13	0:13	0:17	0:06	0:23	0:19	0:07	0:29	0:14	0:14	0:15	22%
Noon – 6 PM	0:08	0:06	0:02	0:15	0:17	0:07	0:17	0:17	0:10	0:24	0:08	0:14	0:12	17%
6 PM – Midnight	0:04	0:06	0:06	0:07	0:10	0:09	0:18	0:06	0:07	0:25	0:06	0:10	0:10	14%
Prime Time (8 – 11 PM)	0:02	0:06	0:10	0:05	0:10	0:08	0:15	0:05	0:07	0:23	0:06	0:09	0:09	13%

Note: Totals don't always reflect the summative contributions of individual items due to rounding error.

of donated PSAs per hour—13 percent of the time given to donated PSAs. Stations feature the largest amount of non-programming content during the overnight hours; there is considerably less non-programming content during prime time. Nonetheless, even when this is factored in, a disproportionately high proportion of donated PSAs were run between midnight and 6 AM. During the overnight hours, donated PSAs represented 2.9 percent of all non-programming content. During prime time, the corresponding figure was one percent.

As was the case in 2000, these within-day differences were most pronounced for the broadcast stations. Between midnight and 6 AM, these stations aired 43 seconds of donated PSAs per hour. This represents 60 percent of the time they gave for such

messages. In contrast, on cable channels 38 percent of airtime given to donated PSAs occurred during the overnight hours—an average of 23 seconds per hour, up from five seconds an hour in 2000 (this increase in donated airtime late at night accounts for much of the increase in overall PSA time on cable; see Exhibit 9).

LENGTH OF DONATED PSAs

Most donated PSAs (69%) were 30 seconds long (see Exhibit 10). The mean length of donated PSAs was 30.3 seconds. One in five donated PSAs (22%) were less than 30 seconds; one in ten (10%) stretched beyond the standard 30 second spot. Nineteen percent of all donated PSAs were no longer than 15 seconds, and seven percent were no more than 10 seconds. Advertisers frequently use 15-second spots as reminders

for stories told—and selling points clearly established—in longer ads. Nonprofits often don't have that luxury.

In 2000, donated PSAs on the broadcast stations tended to be shorter than those on the cable channels. That pattern re-emerged in 2005. Thirty percent of the donated PSAs on broadcast were under 30 seconds; the corresponding figure for cable was 15 percent.

SPONSORSHIP OF DONATED PSAs

Almost all ads for products and services were paid for by a single, for-profit organization. This is the case on the national as well as local level as for-profit organizations strive to maximize their own profits. While nonprofits are also interested in maximizing outcomes, such outcomes can require

EXHIBIT 9. Minutes per Hour of Donated PSAs Over Time, by Time of Day

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005 ^b	2000	2005
Midnight – 6 AM	0:42	0:43	0:05	0:23 ^b	0:26	0:32
6 AM – Noon	0:11	0:14	0:09	0:14	0:13	0:15
Noon – 6 PM	0:09	0:08	0:08	0:14	0:11	0:12
6 PM – Midnight	0:05	0:06	0:07	0:10	0:11	0:10
Prime Time (8 – 11 PM)	0:05	0:06	0:08	0:09	0:11	0:09

Note: Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

EXHIBIT 10. Length of Donated PSAs, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks			All Networks
											Major Broadcast Networks	Cable Networks	All Networks	
5 Seconds or Less	1%	3%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	1%	
10 Seconds	10%	6%	15%	16%	1%	5%	0%	3%	3%	1%	12%	2%	6%	
15 Seconds	24%	4%	9%	13%	12%	10%	6%	19%	11%	12%	13%	11%	12%	
20 Seconds	2%	7%	4%	0%	5%	0%	0%	0%	0%	0%	3%	1%	2%	
25 Seconds	2%	1%	0%	0%	2%	0%	1%	3%	0%	0%	1%	1%	1%	
30 Seconds	57%	77%	61%	48%	73%	83%	89%	36%	67%	83%	60%	72%	69%	
40 Seconds	0%	0%	0%	0%	0%	0%	0%	3%	1%	0%	0%	1%	*	
45 Seconds	0%	0%	0%	0%	0%	0%	0%	8%	0%	0%	0%	1%	1%	
60 Seconds	3%	1%	9%	16%	7%	2%	4%	27%	3%	4%	7%	8%	7%	
90 Seconds	0%	0%	0%	3%	0%	0%	0%	0%	3%	0%	1%	1%	1%	
120 Seconds	0%	0%	0%	3%	0%	0%	0%	0%	13%	0%	1%	2%	1%	

* Above zero but less than .5%.

Note: Proportions don't always add to 100% due to rounding error.

collaboration with other nonprofits and with for-profit organizations, including the media. As a result, it is not particularly unusual to find co-sponsored PSAs. In Kaiser's 2000 study, 65 percent of the donated PSAs were sole-sponsored; 35 percent were sponsored by at least two organizations. This pattern held in 2005; 61 percent of the donated PSAs were sponsored by a single organization; 39 percent were co-sponsored (see Exhibits 11 and 12).

A large majority (71%) of the donated PSAs were sponsored or co-sponsored by nonprofit organizations. This represents a significant increase from 2000, when the corresponding figure was 64 percent. Government entities (such as the Centers for Disease Control and Prevention on the

federal level and the Georgia Council on Substance Abuse on the local/state level) were involved in 15 percent of the donated PSAs, a decrease from the 20 percent figure in 2000. Media entities sponsored or co-sponsored 38 percent of the donated PSAs, up from 33 percent in 2000; for-profit organizations had a hand in eight percent of the donated PSAs, roughly the same as in 2000 (7%).

Far more often than not, single-sponsor, donated PSAs were linked with nonprofit organizations. These organizations were associated with 62 percent of the single-sponsor, donated PSAs. Media outlets were responsible for 28 percent of the single-sponsor, donated PSAs. Government

entities sponsored 10 percent of these messages (in 2000, they were behind 16 percent of the single-sponsor, donated PSAs).

Coders identified 295 different organizations that sponsored or co-sponsored the 969 donated PSAs identified in this study. The organizations that sponsored or co-sponsored the most donated PSAs in this study were: Univision (110 PSAs), the Ad Council (110 PSAs), the National Cable Television Association (62 PSAs), NBC (57 PSAs), and the U.S. Department of Health and Human Services (49 PSAs). Other than the Ad Council, the leading nonprofits were: the American Red Cross (37 PSAs), United Way (37 PSAs), the Kaiser Family Foundation (32 PSAs), and the American Cancer Society (30 PSAs).

EXHIBIT 11. Proportion of Donated PSA Time Sponsored by Various Types of Sponsors

	Single-sponsor PSAs	Co-sponsored PSAs	All PSAs
Nonprofit	62%	86%	71%
Government	10%	24%	15%
Corporate/For-profit	0%	21%	8%
Media	28%	55%	38%
Proportion of All Donated PSAs	61%	39%	-

EXHIBIT 12. Proportion of Donated PSA Time Sponsored by Various Types of Sponsors, Over Time

	Single-sponsor PSAs		Co-sponsored PSAs		All PSAs	
	2000	2005	2000	2005	2000	2005
Nonprofit	56%	62% ^a	80%	86% ^a	64%	71% ^b
Government	16%	10% ^b	27%	24%	20%	15% ^b
Corporate/For-profit	1%	0%	18%	21%	7%	8%
Media	28%	28%	44%	55% ^b	33%	38% ^a

Note: Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

ISSUE AREAS COVERED BY DONATED PSAs

Children’s Issues: Slightly more than one-third (38%) of the donated PSAs addressed a children’s issue (see Exhibits 13 and 14). This is just about the same proportion (37%) that was identified in 2000. Yet, there were some shifts here for both broadcast and cable. In 2005, the major broadcast networks devoted a smaller proportion (31%) of their donated PSAs to children’s issues than they did in 2000 (37%). The reverse

was true for cable. Among cable channels, the proportion of donated PSAs devoted to children’s issues rose from 35 percent in 2000 to 55 percent in 2005.

The current difference between broadcast and cable cannot simply be explained by the audiences targeted by those groups of networks. It is true that two of the cable networks in this study target young audiences. Yet, PSAs about children’s issues do not have to target children. Indeed, the

primary target may be adults—with moms and dads urged to take actions that ensure the health, safety, and well-being of their offspring.

EXHIBIT 13. Proportion of Donated PSAs Related to Children’s Issues, by Network

	Proportion of PSAs
ABC	26%
CBS	29%
FOX	41%
NBC	30%
CNN	36%
ESPN	60%
MTV	53%
NICK	73%
TNT	67%
UNIVISION	16%
Major Broadcast Networks	31%
Cable Networks	55%
All Networks	38%

EXHIBIT 14. Proportion of Donated PSAs Related to Children’s Issues, Over Time

	Proportion of PSAs	
	2000	2005
Major Broadcast Networks	37%	31% ^a
Cable Networks	35%	55% ^b
All Networks	37%	38%

Note: Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

Issue Areas: The preceding sections of the report focused on per-hour data. This section of the report presents the data in terms of minutes of coverage per week, since many content-specific categories have per-hour totals close to zero. While this does not mirror the preceding coverage of non-programming elements, it does permit comparisons across network types as well as with data from the 2000 study.

Health Issues: On average, the stations in this study aired 49 minutes of donated PSAs over the composite week studied. Health issues received a plurality of that coverage (see Exhibits 15, 16, and 17). At 12:54 per week, PSAs dealing with health issues represented 26 percent of the time given to donated PSAs. In 2005, the average station aired over a minute more (1:26) per week of PSAs about health than it did in 2000 (when the figure was 11:28). This represents a statistically significant increase

in airtime. Yet, because there was more time devoted to PSAs in 2005 than in 2000, the *proportion* of donated PSAs devoted to health dropped by one percent (not a statistically significant change, see Exhibit 18).

Cable channels donated more time for health PSAs than did broadcasters (11:33 for cable; 10:22 for broadcast). Indeed, the cable networks devoted more than twice as much time for donated PSAs about health in 2005 as they did in 2000 (11:33 to 5:25).

EXHIBIT 15. Minutes per Week of Donated PSAs in Specific Issue Areas, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Animal Rights	0:30	0:30	1:00	0:30	0:15	0:00	0:00	0:30	2:00	0:00	0:38	0:33	0:32
Civics	1:10	0:05	3:00	4:30	0:00	0:15	0:30	0:15	0:15	1:30	2:11	0:15	1:09
Community	4:35	1:25	0:40	8:15	3:00	2:00	0:00	0:30	0:30	18:25	3:44	1:12	3:56
Education	1:40	1:55	0:00	0:50	4:00	0:30	8:30	4:00	0:45	4:00	1:06	3:33	2:37
Environment	2:30	4:00	2:30	1:15	1:15	0:30	3:30	0:30	0:00	1:30	2:34	1:09	1:45
Family & Social Concerns	5:50	2:25	7:15	1:00	8:40	5:45	11:45	6:00	5:00	6:00	4:08	7:26	5:58
Fundraising	12:05	9:55	5:40	22:30	16:15	4:00	7:00	1:20	33:50	2:30	12:33	12:29	11:31
Government Services	1:45	2:00	0:00	2:00	2:30	0:00	0:00	0:00	1:00	2:30	1:26	0:42	1:11
Health	10:40	10:31	9:00	11:15	7:50	8:30	16:30	20:55	4:00	29:45	10:22	11:33	12:54
Human Rights	1:00	0:00	0:00	4:55	0:00	0:00	0:40	0:00	0:00	0:30	1:29	0:08	0:43
Safety	2:00	0:30	0:00	0:00	1:00	0:00	0:00	0:00	0:00	2:00	0:38	0:12	0:33
Violence/Crime	0:50	0:30	1:30	2:10	1:05	0:00	1:00	0:00	0:30	2:30	1:15	0:31	1:01
Volunteerism	1:00	8:20	3:10	5:00	2:30	4:30	1:00	0:00	0:10	2:00	4:23	1:38	2:46
Consumer Guides	0:00	0:00	0:00	2:00	0:20	0:00	0:00	0:00	0:00	2:00	0:30	0:04	0:26
Other	3:30	1:20	1:00	3:10	0:00	1:00	1:00	1:30	2:00	6:00	2:15	1:06	2:03
Total	49:05	43:26	34:45	69:20	48:40	27:00	51:25	35:30	50:00	81:10	49:09	42:31	49:02

Note: Totals don't always reflect the summative contributions of individual items due to rounding error.

EXHIBIT 16. Minutes per Week of Donated PSAs in Specific Issue Areas, Over Time

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005	2000	2005
Animal Rights	0:15	0:38	0:00	0:33	0:09	0:32
Civics	0:56	2:11	3:06	0:15 ^b	4:06	1:09 ^b
Community	7:44	3:44 ^b	1:57	1:12	4:19	3:56
Education	1:49	1:06	1:14	3:33 ^b	1:49	2:37
Environment	1:59	2:34	0:54	1:09	1:51	1:45
Family & Social Concerns	3:15	4:08	1:21	7:26 ^b	3:26	5:58 ^b
Fundraising	6:00	12:33 ^b	2:08	12:29 ^b	3:40	11:31 ^b
Government Services	1:20	1:26	0:00	0:42 ^b	0:32	1:11
Health	10:25	10:22	5:25	11:33 ^b	11:28	12:54 ^b
Human Rights	0:35	1:29	0:00	0:08	0:29	0:43
Safety	1:56	0:38 ^a	0:57	0:12 ^a	1:36	0:33 ^b
Violence/Crime	2:28	1:15	0:00	0:31 ^a	1:44	1:01
Volunteerism	5:59	4:23	0:59	1:38	3:14	2:46
Consumer Guides	0:11	0:30	0:04	0:04	0:07	0:26
Other	1:49	2:15	2:00	1:06	3:35	2:03 ^b
Total	46:40	49:19	20:05	42:31 ^b	42:03	49:02 ^b

Note: Totals don't always reflect the summative contributions of individual items due to rounding error. Findings with the superscript ^a are significantly different between 2000 and 2005 at p ≤ .05; those with the superscript ^b are significantly different at p ≤ .01.

EXHIBIT 17. Of All Donated PSAs, the Proportion in Specific Issue Areas, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Animal Rights	1%	1%	3%	1%	1%	0%	0%	1%	4%	0%	1%	1%	1%
Civics	2%	*	9%	6%	0%	1%	1%	1%	1%	2%	4%	1%	2%
Community	9%	3%	2%	12%	6%	7%	0%	1%	1%	23%	8%	3%	8%
Education	3%	4%	0%	1%	8%	2%	17%	11%	2%	5%	2%	8%	5%
Environment	5%	9%	7%	2%	3%	2%	7%	1%	0%	2%	5%	3%	4%
Family & Social Concerns	12%	6%	21%	1%	18%	21%	23%	17%	10%	7%	8%	17%	12%
Fundraising	25%	23%	16%	32%	33%	15%	14%	4%	68%	3%	26%	29%	23%
Government Services	4%	5%	0%	3%	5%	0%	0%	0%	2%	3%	3%	2%	2%
Health	22%	24%	26%	16%	16%	30%	32%	59%	8%	35%	21%	27%	26%
Human Rights	2%	0%	0%	7%	0%	0%	1%	0%	0%	1%	3%	*	1%
Safety	4%	1%	0%	0%	2%	0%	0%	0%	0%	2%	1%	*	1%
Violence/Crime	2%	1%	4%	3%	2%	0%	2%	0%	1%	3%	3%	1%	2%
Volunteerism	2%	19%	9%	7%	5%	17%	2%	0%	*	2%	9%	4%	6%
Consumer Guides	0%	0%	0%	3%	1%	0%	0%	0%	0%	2%	1%	*	1%
Other	7%	3%	3%	5%	0%	4%	2%	4%	4%	7%	5%	3%	4%

* Above zero but less than .5%.

EXHIBIT 18. Of All Donated PSAs, the Proportion in Specific Issue Areas, Over Time

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005	2000	2005
Animal Rights	1%	1%	0%	1%	*	1%
Civics	2%	4%	15%	1% ^b	10%	2% ^b
Community	17%	8% ^b	10%	3%	10%	8%
Education	4%	2%	6%	8% ^b	4%	5%
Environment	4%	5%	4%	3%	4%	4%
Family & Social Concerns	7%	8%	7%	17% ^b	8%	12% ^b
Fundraising	13%	26% ^b	11%	29% ^b	9%	23% ^b
Government Services	3%	3%	0%	2% ^b	1%	2%
Health	22%	21%	27%	27% ^b	27%	26% ^b
Human Rights	1%	3%	0%	*	1%	1%
Safety	4%	1% ^a	5%	* ^a	4%	1% ^b
Violence/Crime	5%	3%	0%	1% ^a	4%	2%
Volunteerism	13%	9%	5%	4%	8%	6%
Consumer Guides	*	1%	*	*	*	1%
Other	4%	5%	10%	3% ^b	8%	4% ^b

* Above zero but less than .5%.

Note: Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

There was considerable variation across networks, both in terms of the sheer amount of donated PSA time given to health issues as well as the proportion of donated PSA time about health. The one Spanish-language network in the study offered the most coverage—29:45 (35% of the time for donated PSAs on that network). On the English language broadcast and cable stations, coverage ranged from 4:00 a week to nearly 21 minutes.

Five sub-areas within health received at least a minute of donated PSA coverage per week across channels (see Exhibits 19 and 20). Fitness led the way in 2005, with 2:52 devoted to that topic. Behind it were cancer (1:53), prevention/overall wellness (1:40), and HIV/AIDS (1:33).

The amount of time devoted to many specific health topics varied considerably between broadcast and cable. For example, on average, cable aired 5:37 per week of

donated PSAs about fitness. The comparable figure for the broadcast stations was eight seconds. Cable also provided more donated PSA time for messages about HIV/AIDS (1:47 to 0:49). On the other hand, the broadcasters devoted more time to cancer (3:13 to 0:48), and alcohol and drug abuse (1:01 to zero). Cable's lead on HIV/AIDS can be attributed to one network that offered 8:15 on the issue; no other cable network gave the topic more than

EXHIBIT 19. Minutes per Week of Donated PSAs on Specific Health Topics, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Fitness	0:00	0:00	0:30	0:00	0:30	6:00	4:30	15:05	2:00	0:00	0:08	5:37	2:52
Cancer	4:20	2:20	2:10	4:00	2:00	0:00	0:30	0:00	1:30	2:00	3:13	0:48	1:53
Prevention/Overall Wellness	2:55	0:00	0:00	1:00	1:30	0:30	1:00	0:00	0:00	9:45	0:59	0:36	1:40
HIV/AIDS	0:00	1:56	0:30	0:50	0:00	0:00	8:15	0:40	0:00	3:15	0:49	1:47	1:33
Alcohol & Drug Abuse	0:15	0:00	2:20	1:30	0:00	0:00	0:00	0:00	0:00	4:15	1:01	0:00	0:50
Smoking	0:00	2:00	1:30	0:20	0:25	1:00	0:30	0:30	0:00	1:00	0:58	0:29	0:44
Nutrition	0:00	0:30	0:00	0:00	0:00	0:00	0:00	4:10	0:00	0:00	0:08	0:50	0:28
STDs/Sexual Health	0:00	0:15	0:00	0:30	0:00	0:00	1:45	0:00	0:00	1:30	0:11	0:21	0:24
Health Insurance	0:00	0:00	0:00	0:00	0:55	0:00	0:00	0:00	0:00	3:00	0:00	0:11	0:24
Heart Disease	0:00	0:30	0:50	0:30	0:00	0:30	0:00	0:00	0:00	1:30	0:28	0:06	0:23
Blood/Organ Donation	0:30	1:30	0:00	0:05	0:00	0:00	0:00	0:00	0:00	0:00	0:31	0:00	0:13
End of Life Services	0:00	0:00	0:30	0:00	1:00	0:00	0:00	0:00	0:30	0:00	0:08	0:18	0:12
Other Diseases	1:40	1:30	0:40	2:30	0:30	0:30	0:00	0:30	0:00	3:00	1:35	0:18	1:05
Other Wellness Strategies	1:00	0:00	0:00	0:00	1:00	0:00	0:00	0:00	0:00	0:30	0:15	0:12	0:15
Total	10:40	10:31	9:00	11:15	7:50	8:30	16:30	20:55	4:00	29:45	10:22	11:33	12:54

Note: Totals don't always reflect the summative contributions of individual items due to rounding error.

EXHIBIT 20. Of All Donated PSAs, the Proportion on Specific Health Topics, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Fitness	0%	0%	1%	0%	1%	22%	9%	42%	4%	0%	*	13%	6%
Cancer	9%	5%	6%	6%	4%	0%	1%	0%	3%	2%	7%	2%	4%
Prevention/Overall Wellness	6%	0%	0%	1%	3%	2%	2%	0%	0%	12%	2%	1%	3%
HIV/AIDS	0%	4%	1%	1%	0%	0%	16%	2%	0%	4%	2%	4%	3%
Alcohol & Drug Abuse	1%	0%	7%	2%	0%	0%	0%	0%	0%	5%	2%	0%	2%
Smoking	0%	5%	4%	*	1%	4%	1%	1%	0%	1%	2%	1%	1%
Nutrition	0%	1%	0%	0%	0%	0%	0%	12%	0%	0%	*	2%	1%
STDs/Sexual Health	0%	1%	0%	1%	0%	0%	3%	0%	0%	2%	*	1%	1%
Health Insurance	0%	0%	0%	0%	2%	0%	0%	0%	0%	4%	0%	*	1%
Heart Disease	0%	1%	2%	1%	0%	2%	0%	0%	0%	2%	1%	*	1%
Blood/Organ Donation	1%	3%	0%	*	0%	0%	0%	0%	0%	0%	1%	0%	*
End of Life Services	0%	0%	1%	0%	2%	0%	0%	0%	1%	0%	*	1%	*
Other Diseases	3%	3%	2%	4%	1%	2%	0%	1%	0%	4%	3%	1%	2%
Other Wellness Strategies	2%	0%	0%	0%	2%	0%	0%	0%	0%	1%	1%	*	1%

* Above zero but less than .5%.

40 seconds of coverage. Cable’s coverage on fitness also reflected the contribution of a single network that featured 15:05 of PSAs on the topic. In this case, though, other cable networks contributed to cable’s total.

There were a number of significant differences between 2000 and 2005 in the amount of coverage given to specific health topics (see Exhibits 21 and 22). The most sizable change occurred with wellness strategies. In 2000, this topic received an average 51 seconds of coverage for the week. In 2005, the figure was 5:15 (2:52 for fitness, 1:40 for prevention/overall wellness, 0:28 for nutrition, and 0:15 for other wellness strategies). Coverage also increased in 2005 for STDs, although the added time here wasn’t nearly as dramatic. Coverage of three specific health topics dropped significantly in 2005. These were alcohol and drug abuse (down from 3:16 to 0:50, primarily because the cable networks went from 1:46 to 0:00), HIV/AIDS (down from 1:55 to 1:33 as the cable networks shifted from 3:06 to 1:47), and sexual health (down from 0:45 to 0:08).

A plurality (42%) of donated PSAs about health aired between midnight and 6 AM (see Exhibit 23). This is a shade less than all PSAs (46%, as noted earlier and in Exhibit 8) and consistent with the data from 2000. In comparison, health PSAs were pretty evenly split across the remaining dayparts, with 20 percent of these PSAs

airing between 6 AM and noon, 22 percent between noon and 6 PM, and 16 percent between 6 PM and midnight. This topic received 59 seconds of coverage during prime time (eight percent of its coverage for the day). Nearly three-quarters (74%) of the coverage for the composite diseases category occurred during the overnight hours. PSAs about end of life health services (e.g., hospice) were aired only during these hours. In general, the other sub-areas in health were more evenly distributed across the day.

Other Issues: In addition to health, one other issue received at least 10 minutes of donated coverage per channel during the composite week. On average, fundraising garnered 11:31 of donated time. In fact, had it not been for one network’s strong dose of donated PSAs about health and its limited use of donated time for fundraising PSAs (2:30 per week), fundraising could have been the issue that generated the most donated time. As was the case with health, the amount of donated time for fundraising varied considerably across stations. Overall, the amount of time in 2005 allotted to fundraising was significantly more than in 2000 when it received 3:26 a week.

One other topic—family and social concerns—generated at least five minutes of donated time weekly. It received 5:58 across channels, with more on cable (7:26) than on broadcast (4:08). Community

calendar PSAs received just about four minutes of coverage (3:56). There was considerable variation across stations with this topic; the broadcast stations allocated 3:44 per week while the cable channels offered 1:12.

The amount of time given to PSAs on family and social concerns in 2005 was significantly more than in 2000 (5:58 to 3:26). For this topic, the cable channels went from 1:21 for the week to 7:26. On the other hand, coverage of two categories of topics dropped significantly in 2005: civics (from 4:06 to 1:09) and safety (from 1:36 to 0:33).

LOCAL VS. NATIONAL ORIENTATION OF DONATED PSAs

Four of five (80%) donated PSAs could air anywhere in the country (see Exhibit 24). These PSAs feature issues of importance to people and organizations across the country—and, at the same time, do not feature local personalities or geographically specific elements in the message. Almost all of the remaining donated PSAs had a distinct local or regional flavor, featuring specific issues, events, personalities, and locations particularly relevant to viewers in a specific market or geographic area. The broadcast and cable channels studied aired a larger proportion of PSAs with a national focus in 2005 than they did in 2000 (see Exhibit 25). Broadcasters were less likely than cable to feature PSAs with a national orientation (74% for broadcast, 94% for cable).

EXHIBIT 21. Minutes per Week of Donated PSAs on Specific Health Topics, Over Time

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005	2000	2005
Alcohol & Drug Abuse	1:41	1:01	1:46	0:00 ^b	3:16	0:50 ^b
Smoking	0:18	0:58	0:00	0:29 ^a	0:19	0:44
STDs	0:00	0:00	0:00	0:21 ^a	0:00	0:17 ^a
HIV/AIDS	0:49	0:49	3:06	1:47 ^b	1:59	1:33 ^a
Diseases [†]	3:13	5:46 ^a	0:33	1:12	3:24	3:34
End of Life Services	1:33	0:08	0:00	0:18	0:46	0:12
Sexual Health	1:23	0:11 ^a	0:00	0:00	0:45	0:08 ^b
Health Insurance	0:23	0:00	0:00	0:11	0:09	0:24
Wellness Strategies ^{††}	1:08	1:29	0:00	7:15 ^b	0:51	5:15 ^b
Total	10:25	10:22	5:25	11:33^b	11:28	12:54^b

[†] Includes cancer, heart disease, and other diseases.

^{††} Includes fitness and prevention.

Note: Totals don’t always reflect the summative contributions of individual items due to rounding error. Findings with the superscript ^a are significantly different between 2000 and 2005 at p ≤ .05; those with the superscript ^b are significantly different at p ≤ .01.

EXHIBIT 22. Of All Donated PSAs, the Proportion on Specific Health Topics, Over Time

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005	2000	2005
Alcohol & Drug Abuse	4%	2%	9%	0% ^b	8%	2% ^b
Smoking	1%	2%	0%	1% ^a	1%	1%
STDs	0%	0%	0%	1% ^a	0%	1% ^a
HIV/AIDS	2%	2%	15%	4% ^b	5%	3% ^a
Diseases†	7%	12% ^a	3%	3%	8%	7%
End of Life Services	3%	*	0%	1%	2%	*
Sexual Health	3%	* ^a	0%	0%	2%	* ^b
Health Insurance	1%	0%	0%	*	*	1%
Wellness Strategies††	2%	3%	0%	17% ^b	2%	11% ^b

† Includes cancer, heart disease, and other diseases.

†† Includes fitness and prevention.

* Above zero but less than .5%.

Note: Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

EXHIBIT 23. Minutes per Week of Donated PSAs on Specific Health Topics, by Time of Day

	Midnight to 6 AM	6 AM to Noon	Noon to 6 PM	6 PM to Midnight	Prime Time (8-11 PM)	Total
	Fitness	0:42	0:47	1:12	0:11	0:02
Cancer	0:50	0:28	0:30	0:06	0:06	1:53
Prevention/Overall Wellness	0:39	0:19	0:03	0:39	0:21	1:40
HIV/AIDS	0:36	0:14	0:21	0:22	0:12	1:33
Alcohol & Drug Abuse	0:23	0:02	0:09	0:18	0:07	0:50
Smoking	0:21	0:06	0:11	0:06	0:03	0:44
Nutrition	0:09	0:18	0:00	0:01	0:00	0:28
STDs/Sexual Health	0:11	0:05	0:06	0:03	0:03	0:24
Health Insurance	0:06	0:12	0:03	0:03	0:00	0:24
Heart Disease	0:12	0:02	0:03	0:06	0:06	0:23
Blood/Organ Donation	0:04	0:00	0:03	0:06	0:00	0:13
End of Life Services	0:12	0:00	0:00	0:00	0:00	0:12
Other Diseases	0:48	0:02	0:09	0:06	0:00	1:05
Other Wellness Strategies	0:12	0:00	0:03	0:00	0:00	0:15
Total	5:22	2:34	2:52	2:06	0:59	12:54
Proportion	42%	20%	22%	16%	8%	-

Note: Totals don't always reflect the summative contributions of individual items due to rounding error.

EXHIBIT 24. Geographic Focus of Donated PSAs, by Network

EXHIBIT 24. Geographic Focus of Donated PSAs, by Network

	National	Local/Regional	Can't Tell
	ABC	76%	24%
CBS	69%	30%	1%
FOX	80%	20%	0%
NBC	70%	30%	0%
CNN	92%	8%	0%
ESPN	91%	9%	0%
MTV	96%	4%	0%
NICK	98%	2%	0%
TNT	90%	10%	0%
UNIVISION	66%	34%	0%
Major Broadcast Networks	74%	26%	*
Cable Networks	94%	6%	0%
All Networks	80%	20%	*

* Above zero but less than .5%.

EXHIBIT 25. Geographic Focus of Donated PSAs, Over Time

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005	2000	2005
National	67%	74% ^a	80%	94% ^b	78%	80%
Local/Regional	33%	26% ^a	20%	6% ^b	22%	20%

Note: Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

TARGET AUDIENCE OF DONATED PSAs

One in twelve (8%) donated PSAs were targeted specifically at children or teens. One in eight (12%) targeted both teens and adults at the same time. A large majority (70%) of donated PSAs were aimed at adults of all ages (see Exhibits 26 and 27). An additional eight percent were aimed at all viewers. The focus on adults is consistent with data collected in 2000.

As noted earlier, donated PSAs are disproportionately placed between midnight and 6 AM, a time when viewership—and advertising rates—are low. One concern with PSAs aired during this daypart is that they may not reach their intended target, particularly when the target is children or teenagers. Compared to donated PSAs targeting older age groups, donated PSAs aimed at audiences no older than 19 were not aired that often between midnight and 6 AM.

Nonetheless, just about one of five donated PSAs (19%) aimed at children or teens aired during these hours. For children under 12, the figure was 14 percent. Nearly half (48%) of the donated PSAs targeting children 12 and under aired between 6 AM and noon, with an additional 19 percent between noon and 6 PM. Just about three-quarters (74%) of the donated PSAs for children or teens (2-19) aired between 6 AM and 6 PM.

There was some variability in target audience age based on the issue area of the PSA, with an inherent logic to the variation. For example, 25 percent of all donated PSAs about education targeted children or teens, up from the six percent targeting that age group across all donated PSAs. Similarly, 57 percent of the consumer guides and 52 percent of ads for government services targeted seniors (65+), far more than the two percent aimed at that group among donated PSAs as a whole.

An overwhelming majority (88%) of the donated PSAs did not appear to single out any ethnic target (see Exhibit 28). The donated PSAs that targeted ethnic groups almost invariably targeted Hispanics (11 percent of all donated PSAs)—and almost invariably aired on the one Spanish language network in the study. Indeed, two-thirds (66%) of the donated PSAs on that network were aimed specifically at Hispanic audiences. Across channels, the focus on Hispanics was most pronounced with four issue areas: community calendar (34 percent of the spots for that topic), civics (24%), safety (18%) and health (14%).

EXHIBIT 26. Proportion of Donated PSAs Aimed at Specific Target Audiences, by Time of Day

	Midnight to 6 AM	6 AM to Noon	Noon to 6 PM	6 PM to Midnight	Prime Time (8-11 PM)	Total
All Ages	27%	23%	22%	29%	14%	8%
Children 12 and Under	14%	48%	19%	19%	10%	2%
Children or Teens (2-19)	19%	39%	35%	7%	4%	6%
Teens and Adults (13+)	37%	19%	17%	27%	16%	12%
Adults of All Ages (20+)	47%	23%	16%	13%	6%	70%
Seniors (65+)	21%	29%	50%	0%	0%	2%

Note: Proportions don't always add to 100% due to rounding error.

EXHIBIT 27. Proportion of Donated PSAs Aimed at Specific Target Audiences, by Time of Day and Over Time

	Midnight to 6 AM		6 AM to Noon		Noon to 6 PM		6 PM to Midnight		Prime Time (8-11 PM)	
	2000	2005	2000	2005	2000	2005	2000	2005	2000	2005
All Ages	45%	27%	22%	23%	10%	22%	24%	29%	11%	14%
Children 12 and Under	25%	14%	33%	48%	26%	19%	16%	19%	5%	10%
Children or Teens (2-19)	26%	19%	30%	39%	18%	35%	26%	7% ^a	17%	4%
Teens and Adults (13+)	30%	37%	32%	19% ^a	19%	17%	18%	27%	12%	16%
Adults of All Ages (20+)	46%	47%	18%	23% ^b	19%	16% ^a	17%	13%	9%	6% ^a
Seniors (65+)	0%	21%	100%	29%	0%	50%	0%	0%	0%	0%

Note: Proportions don't always add to 100% due to rounding error. Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

CELEBRITY SPOKESPERSONS IN DONATED PSAs

In 2000, 31 percent of all donated PSAs featured a celebrity spokesperson. In 2005, the proportion dropped to 26 percent (see Exhibit 29). Celebrities were most likely to be used in donated PSAs calling for volunteerism (61%), human rights (42%), and fundraising (35%).

Half of the donated PSAs that featured celebrities spotlighted a network star or personality—13 percent of all donated PSAs (see Exhibits 30 and 31). This is consistent with findings in 2000, and consistent with the networks' interest in branding itself and drawing audiences. Sports stars—also frequently seen on network programming—were used in five percent of all donated PSAs. Use of specific types of celebrities did not vary significantly from 2000 to 2005.

Compared to their cable counterparts, the major broadcast networks were considerably more likely to use their own celebrities (see Exhibit 32). One in five (20%) donated PSAs on broadcast stations included a network celebrity; for cable, the corresponding figure was 1 in 20 (5%).

EXHIBIT 28. Ethnicity of Target Audience of Donated PSAs, by Issue Area

	Everyone (No Ethnicity Singled Out)	White	African American	Hispanic	American Indian	Asian American	All People of Color	Other Ethnicity
Animal Rights	100%	0%	0%	0%	0%	0%	0%	0%
Civics	76%	0%	0%	24%	0%	0%	0%	0%
Community	64%	0%	0%	34%	0%	0%	0%	1%
Education	92%	0%	0%	6%	0%	0%	2%	0%
Environment	93%	0%	0%	7%	0%	0%	0%	0%
Family & Social Concerns	93%	0%	0%	7%	0%	0%	0%	0%
Fundraising	98%	0%	0%	2%	0%	0%	0%	0%
Government Services	96%	0%	0%	4%	0%	0%	0%	0%
Health	85%	0%	0%	15%	*	0%	0%	0%
Human Rights	92%	0%	0%	8%	0%	0%	0%	0%
Safety	82%	0%	0%	18%	0%	0%	0%	0%
Violence/Crime	95%	0%	0%	5%	0%	0%	0%	0%
Volunteerism	97%	0%	0%	3%	0%	0%	0%	0%
Consumer Guides	100%	0%	0%	0%	0%	0%	0%	0%
Other	74%	0%	0%	26%	0%	0%	0%	0%
Total	88%	0%	0%	11%	*	0%	*	*

* Above zero but less than .5%.

Note: Proportions don't always add to 100% due to rounding error.

EXHIBIT 29. Proportion of Donated PSAs that Feature Celebrities, by Issue Area

	Proportion of PSAs
Animal Rights	25%
Civics	20%
Community	30%
Education	19%
Environment	3%
Family & Social Concerns	11%
Fundraising	35%
Government Services	0%
Health	24%
Human Rights	42%
Safety	18%
Violence/Crime	24%
Volunteerism	61%
Consumer Guides	0%
Other	29%
Total	26%

EXHIBIT 30. Proportion of Donated PSAs that Feature Specific Types of Celebrities

	Proportion of PSAs
Network Star/Personality	13%
Movie Star	2%
Athlete	5%
Musician	2%
Politician	2%
Educator	*
Non-Elected Government Official	*
Armed Forces Personnel	*
Medical	*
Scientist	*
Other	1%
Total	26%

* Above zero but less than .5%.

Note: Totals subject to rounding error.

EXHIBIT 31. Proportion of Donated PSAs that Feature Specific Types of Celebrities, Over Time

	2000	2005
Network Star/Personality	16%	13%
Movie Star	4%	2%
Athlete	5%	5%
Musician	2%	2%
Politician	3%	2%
Educator	*	*
Non-Elected Government Official	*	*
Armed Forces Personnel	1%	*
Medical	*	*
Scientist	0%	*
Other	1%	1%
Total	31%	26% ^a

* Above zero but less than .5%.

Note: Totals subject to rounding error. Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

EXHIBIT 32. Proportion of Donated PSAs that Feature Network Celebrities, by Network

	Proportion of PSAs
ABC	23%
CBS	11%
FOX	12%
NBC	29%
CNN	7%
ESPN	0%
MTV	1%
NICK	14%
TNT	6%
UNIVISION	13%
Major Broadcast Networks	20%
Cable Networks	5%
All Networks	13%

PROVISION FOR VIEWER FOLLOW-UP IN DONATED PSAs

To maximize their effectiveness, those who sponsor PSAs often offer links to sources that provide additional—and hopefully persuasive—information. A large majority (85%) of all the donated PSAs featured some provision for viewers to follow up on information presented in the spot (see Exhibits 33 and 34); this is up from 72 percent in 2000.

Three in four (75%) donated PSAs provided a Web site, a dramatic and understandable increase from 2000 (when the figure was 32%) as more viewers have computers and routinely search the Web. Roughly one in three (38%) donated PSAs offered a toll-free telephone number; nine percent listed a

non-toll-free number. Toll-free and non-toll-free telephone numbers were not used as frequently as they were in 2000, perhaps a function of the increasing presence and marketing value of the Web.

EXHIBIT 33. Proportion of Donated PSAs with Provision for Viewer Follow-Up, by Issue Area

	With Toll-Free Telephone No.	With Non-Toll-Free Telephone No.	With Web Site	With Any Follow-Up
Animal Rights	13%	38%	100%	100%
Civics	40%	0%	68%	68%
Community	4%	29%	46%	63%
Education	17%	6%	79%	89%
Environment	30%	17%	90%	90%
Family & Social Concerns	23%	3%	89%	90%
Fundraising	63%	13%	83%	97%
Government Services	78%	4%	91%	96%
Health	46%	2%	69%	81%
Human Rights	58%	0%	83%	92%
Safety	0%	0%	45%	45%
Violence/Crime	33%	0%	67%	86%
Volunteerism	29%	16%	79%	89%
Consumer Guides	71%	0%	100%	100%
Other	19%	7%	64%	69%
All PSAs	38%	9%	75%	85%

EXHIBIT 34. Proportion of Donated PSAs with Provision for Viewer Follow-Up, Over Time

	With Toll-Free Telephone No.		With Non-Toll-Free Telephone No.		With Web Site		With Any Follow-Up	
	2000	2005	2000	2005	2000	2005	2000	2005
Health PSAs	66%	46% ^b	10%	2% ^b	18%	69% ^b	78%	81%
All PSAs	49%	38% ^b	14%	9% ^b	32%	75% ^b	72%	85% ^b

Note: Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

EXHIBIT 35. Proportion of All Public Interest Messages that are Donated and Paid PSAs, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major		All Networks
											Broadcast Networks	Cable Networks	
Donated PSAs	61%	68%	54%	64%	56%	63%	46%	60%	65%	73%	62%	56%	61%
Paid PSAs	39%	32%	46%	36%	44%	37%	54%	40%	35%	27%	38%	44%	39%

PAID PSAs

This study finds that public service advertising that uses purchased rather than donated airtime continues to be a significant part of the PSA landscape. A total of 1,595 public interest messages were identified in this study. Of that total, 61 percent (969 spots) used donated airtime, and 39 percent (626 spots) used purchased airtime. The previous sections of this report dealt exclusively with donated PSAs; this section deals with paid PSAs (see Exhibits 35 and 36).

Many paid PSAs were purchased at some type of a discount to the sponsoring organization. About 37 percent of the paid spots

were identified as being sold at a discount or part of a “match” in which the sponsor purchases a certain amount of airtime and gets some spots aired for free.

The cable channels had a higher proportion of paid PSAs than did the broadcast stations (44% to 38%). A total of 289 different organizations accounted for the 626 paid PSAs in the study. The governmental and nonprofit organizations that purchased the most PSAs were the Office of National Drug Control Policy (ONDCP) (112 PSAs), Partnership for a Drug-Free America (100 PSAs), Ronald McDonald house (17 PSAs), and the American Heart Association

(11 PSAs). Leading the way among for-profit organizations were Phillip Morris (55 PSAs) and America’s Oil and Natural Gas Industry (40 PSAs).

The channels in this study aired an average of 10 seconds an hour of paid PSAs, roughly the same amount of time as in 2000 (see Exhibits 37 and 38). For cable, the jump from seven seconds per hour in 2000 to 11 seconds per hour in 2005 was statistically significant. Among cable channels, paid PSAs ranged from six to 21 seconds per hour. There was no appreciable difference between broadcast and cable overall (10 and 11 seconds per hour, respectively).

EXHIBIT 36. Proportion of All Public Interest Messages that are Donated and Paid PSAs, Over Time

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005	2000	2005
Donated PSAs	61%	62%	53%	56%	64%	61%
Paid PSAs	39%	38%	47%	44%	36%	39%

EXHIBIT 37. Minutes per Hour of Paid PSAs, by Network

ABC	0:11
CBS	0:08
FOX	0:10
NBC	0:10
CNN	0:12
ESPN	0:06
MTV	0:21
NICK	0:08
TNT	0:07
UNIVISION	0:11
Major Broadcast Networks	0:10
Cable Networks	0:11
All Networks	0:10

EXHIBIT 38. Minutes per Hour of Paid PSAs, Over Time

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005	2000	2005
Paid PSAs	0:12	0:10	0:07	0:11 ^b	0:09	0:10

Note: Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

Paid PSAs were more evenly distributed throughout the day than were donated PSAs, with a slight plurality (29%) aired between 6 AM and noon (see Exhibits 39 and 40). Just about one-fifth (19%) of the paid PSAs aired during prime time.

Three-fourths of all paid PSAs were 30 seconds in length (see Exhibit 41). Paid PSAs were rarely longer than 30 seconds. Instead, almost all of the remaining spots were shorter, with 20 percent no more than 15 seconds. This breakdown by length is consistent with donated PSAs in the

current study but represents a change from 2000 when 90 percent of paid PSAs were 30 seconds.

Just over half (55%) of paid PSAs had a single sponsor, while 45 percent had two or more co-sponsors (see Exhibits 42 and 43). Among all paid PSAs, for-profit corporations were the most frequent sponsor, accounting for half (51%) of all spots; 38 percent of all paid PSAs had a nonprofit as a sponsor, 28 percent had a government agency as a sponsor, and 25 percent had a media company as one of the sponsors.

On average, stations aired 28:53 of paid PSAs during the composite week studied, 2:19 more per week than in 2000 (see Exhibits 44 and 45). While that change was not statistically significant, the increase just among the cable channels was (from 19:50 in 2000 to 29:38 in 2005). One cable network featured 57:30 of paid PSAs for the week. No other cable or broadcast channel in the study approached that figure.

Almost half (47%) of the paid PSAs related to children's issues, roughly the same proportion as in 2000 (see Exhibits 46 and 47).

EXHIBIT 39. Minutes per Hour of Paid PSAs, by Time of Day and by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks	Proportion for All Networks
Midnight – 6 AM	0:17	0:18	0:12	0:09	0:14	0:06	0:09	0:08	0:08	0:11	0:14	0:09	0:11	27%
6 AM – Noon	0:11	0:05	0:14	0:12	0:12	0:04	0:29	0:08	0:11	0:11	0:10	0:13	0:12	29%
Noon – 6 PM	0:09	0:05	0:04	0:13	0:12	0:08	0:23	0:06	0:01	0:11	0:08	0:08	0:09	22%
6 PM – Midnight	0:07	0:05	0:11	0:08	0:10	0:04	0:21	0:11	0:06	0:09	0:08	0:10	0:09	22%
Prime Time (8-11 PM)	0:03	0:03	0:18	0:03	0:12	0:01	0:24	0:05	0:04	0:07	0:07	0:09	0:08	19%

EXHIBIT 40. Minutes per Hour of Paid PSAs Over Time, by Time of Day

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005	2000	2005
Midnight – 6 AM	0:09	0:14 ^a	0:05	0:09 ^a	0:07	0:11 ^b
6 AM – Noon	0:17	0:10	0:07	0:13 ^b	0:11	0:12
Noon – 6 PM	0:11	0:08	0:08	0:08	0:11	0:09
6 PM – Midnight	0:10	0:08	0:08	0:10	0:09	0:09
Prime Time (8-11 PM)	0:10	0:07	0:08	0:09	0:10	0:08

Note: Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

EXHIBIT 41. Length of Paid PSAs, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
5 Seconds or Less	0%	0%	0%	1%	0%	0%	0%	0%	8%	0%	*	1%	1%
10 Seconds	11%	4%	6%	10%	0%	0%	0%	3%	0%	2%	8%	*	4%
15 Seconds	27%	2%	13%	17%	32%	18%	11%	5%	5%	13%	16%	15%	15%
20 Seconds	1%	0%	3%	1%	0%	0%	0%	3%	0%	0%	2%	*	1%
25 Seconds	0%	0%	0%	0%	0%	3%	2%	3%	0%	0%	0%	1%	1%
30 Seconds	59%	84%	78%	70%	67%	76%	84%	65%	85%	82%	71%	76%	75%
35 Seconds	0%	0%	0%	0%	0%	0%	0%	15%	0%	0%	0%	2%	1%
45 Seconds	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	*
50 Seconds	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	*	*
55 Seconds	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	*	*
60 Seconds	3%	7%	0%	0%	1%	3%	3%	0%	3%	3%	2%	2%	2%
120 Seconds	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	1%	*

* Above zero but less than .5%.

Note: Proportions don't always add to 100% due to rounding error.

EXHIBIT 42. Proportion of Paid PSA Time Sponsored by Various Types of Sponsors

	Single-sponsor PSAs			Co-sponsored PSAs		
	PSAs	PSAs	All PSAs	PSAs	PSAs	All PSAs
Nonprofit	21%	58%	38%			
Government	25%	30%	28%			
Corporate/For-profit	48%	54%	51%			
Media	6%	46%	25%			

Note: Proportions don't always add to 100% due to rounding error.

EXHIBIT 43. Proportion of Paid PSA Time Sponsored by Various Types of Sponsors, Over Time

	Single-sponsor PSAs		Co-sponsored PSAs		All PSAs	
	2000	2005	2000	2005	2000	2005
Nonprofit	58%	21% ^b	80%	58% ^b	64%	38% ^b
Government	27%	25%	44%	30% ^b	32%	28%
Corporate/For-profit	11%	48% ^b	46%	54%	23%	51% ^b
Media	4%	6%	46%	46%	17%	25%

Note: Proportions don't always add to 100% due to rounding error. Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

EXHIBIT 44. Minutes per Week of Paid PSAs, by Specific Issue Area and by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
	Animal Rights	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
Civics	0:30	0:00	0:00	0:00	0:30	0:00	0:00	0:00	0:00	0:00	0:08	0:06	0:06
Community	4:40	0:55	1:00	3:00	0:00	0:25	0:30	1:30	1:30	9:25	2:24	0:47	2:18
Education	1:00	1:00	0:50	1:00	1:00	0:00	0:30	0:00	0:30	0:30	0:58	0:24	0:38
Environment	0:30	0:00	0:30	1:30	4:30	0:00	4:45	0:00	0:00	0:00	0:38	1:51	1:11
Family & Social Concerns	3:20	2:30	4:45	2:10	4:15	0:30	1:30	10:15	2:30	0:15	3:12	3:48	3:12
Fundraising	4:05	3:10	3:25	5:20	3:30	4:45	2:00	2:20	2:30	0:30	4:00	3:01	3:10
Government Services	2:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:30	0:30	0:00	0:15
Health	8:10	12:15	14:20	13:10	12:15	7:45	45:00	7:40	9:30	13:30	11:59	16:26	14:22
Human Rights	1:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:15	0:00	0:06
Safety	2:40	1:00	0:30	0:00	0:00	0:00	1:15	0:00	0:00	2:30	1:03	0:15	0:48
Violence/Crime	0:30	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:08	0:00	0:03
Volunteerism	1:45	1:00	1:00	0:00	1:00	0:30	1:00	0:30	1:45	0:00	0:56	0:57	0:51
Consumer Guides	0:00	0:30	0:00	0:30	0:00	0:00	0:00	0:00	0:00	0:00	0:15	0:00	0:06
Other	0:30	0:30	2:00	2:25	6:45	2:00	1:00	0:30	0:00	2:30	1:21	2:03	1:49
Total	30:40	22:50	28:20	29:05	33:45	15:55	57:30	22:45	18:15	29:40	27:44	29:38	28:53

Note: Totals don't always reflect the summative contributions of individual items due to rounding error.

EXHIBIT 45. Minutes per Week of Paid PSAs in Specific Issue Areas, Over Time

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005	2000	2005
Animal Rights	0:08	0:00	0:00	0:00	0:06	0:00
Civics	0:30	0:08	0:00	0:06	0:18	0:06
Community	4:46	2:24 ^a	0:48	0:47	2:25	2:18
Education	1:15	0:58	0:48	0:24	0:54	0:38
Environment	0:53	0:38	0:54	1:51	0:48	1:11
Family & Social Concerns	2:18	3:12	0:18	3:48 ^b	1:10	3:12 ^b
Fundraising	3:50	4:00	2:12	3:01	2:56	3:10
Government Services	2:00	0:30 ^b	1:30	0:00 ^b	1:33	0:15 ^b
Health	10:28	11:59	9:12	16:26 ^b	10:28	14:22 ^b
Human Rights	0:25	0:15	0:00	0:00	0:10	0:06
Safety	0:26	1:03	0:12	0:15	0:26	0:48
Violence/Crime	1:59	0:08 ^b	1:17	0:00 ^b	1:44	0:03 ^b
Volunteerism	1:10	0:56	0:54	0:57	0:55	0:51
Consumer Guides	0:33	0:15	1:06	0:00 ^b	0:58	0:06 ^b
Other	2:25	1:21	0:39	2:03 ^b	1:44	1:49
Total	33:04	27:44	19:50	29:38 ^b	26:34	28:53

Note: Totals don't always reflect the summative contributions of individual items due to rounding error. Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

Across stations, half (14:22, 50%) of the time given to paid PSAs focused on health issues (see Exhibits 48 and 49). No other issue received more than a few minutes of coverage per week. Family and social concerns garnered 3:12 of paid PSAs for the week (11 percent of the coverage); fundraising received 3:10 (11%), followed by community issues at 2:18 (8%). The proportion

of paid PSA time devoted to health issues increased from 2000, where it stood at 39 percent. Family and social concerns also increased, from four to 11 percent, while government services dropped from six to one percent.

Alcohol and drug abuse issues received half of the paid PSA coverage on health (see Exhibit 50). For the week, that topic

generated an average of 7:29 of paid spots per network. Smoking received 3:22 of coverage, and cancer received 1:03. STDs and sexual health were addressed in just 33 seconds of paid PSAs a week, on average; HIV/AIDS received just three seconds of coverage. Paid PSAs about STDs and sexual health were almost always aired between midnight and 6 AM (30 of the 33

EXHIBIT 46. Proportion of Paid PSAs Related to Children's Issues, by Network

	Proportion of PSAs
ABC	28%
CBS	36%
FOX	69%
NBC	33%
CNN	35%
ESPN	59%
MTV	72%
NICK	60%
TNT	46%
UNIVISION	26%
Major Broadcast Networks	41%
Cable Networks	56%
All Networks	47%

EXHIBIT 47. Proportion of Paid PSAs Related to Children's Issues, Over Time

	Proportion of PSAs	
	2000	2005
Major Broadcast Networks	44%	41%
Cable Networks	56%	56%
All Networks	50%	47%

EXHIBIT 48. Of All Paid PSAs, the Proportion in Specific Issue Areas, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major		
											Broadcast Networks	Cable Networks	All Networks
Animal Rights	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Civics	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	*	*	*
Community	15%	4%	4%	10%	0%	3%	1%	7%	8%	32%	9%	3%	8%
Education	3%	4%	3%	3%	3%	0%	1%	0%	3%	2%	3%	1%	2%
Environment	2%	0%	2%	5%	13%	0%	8%	0%	0%	0%	2%	6%	4%
Family & Social Concerns	11%	11%	17%	7%	13%	3%	3%	44%	14%	1%	11%	13%	11%
Fundraising	13%	14%	12%	18%	10%	30%	3%	10%	14%	2%	14%	10%	11%
Government Services	7%	0%	0%	0%	0%	0%	0%	0%	0%	2%	2%	0%	1%
Health	27%	54%	51%	45%	36%	49%	78%	34%	52%	46%	43%	55%	50%
Human Rights	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	*
Safety	9%	4%	2%	0%	0%	0%	2%	0%	0%	8%	4%	1%	3%
Violence/Crime	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	*
Volunteerism	6%	4%	4%	0%	3%	3%	2%	2%	10%	0%	3%	3%	3%
Consumer Guides	0%	2%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	*
Other	2%	2%	7%	8%	20%	13%	2%	2%	0%	8%	5%	7%	6%

* Above zero but less than .5%.

seconds per week it received). The other health topics were more widely distributed across the day.

The cable channels spent more time on paid PSAs for health than did the broadcast stations—15:15 per week compared to 11:48 (see Exhibit 51). This difference can be completely accounted for by their

coverage of alcohol and drug abuse which, in turn, is a function of the fact that one teen-oriented network devoted 43:30 to the topic over the composite week. For the broadcast networks, the corresponding figure was 3:24. Two other specific topics received at least one minute of paid PSA coverage per week: smoking (3:22) and cancer (1:03).

Paid PSA coverage of health increased by about three minutes a week, from 10:28 per week to 13:39 (see Exhibit 52). This jump is clearly related to increased coverage of alcohol and drug abuse, primarily on cable. In 2000, the stations studied aired 2:55 of paid PSAs on the topic; in 2005, the corresponding figure was 7:29. On cable, the increase was more dramatic, going from 2:24 in 2000 to 11:09 in 2005.

EXHIBIT 49. Of All Paid PSAs, the Proportion in Specific Issue Areas, Over Time

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005	2000	2005
Animal Rights	*	0%	0%	0%	*	0%
Civics	2%	*	0%	*	1%	*
Community	14%	9% ^a	4%	3%	9%	8%
Education	4%	3%	4%	1%	3%	2%
Environment	3%	2%	5%	6%	3%	4%
Family & Social Concerns	7%	11%	2%	13% ^b	4%	11% ^b
Fundraising	12%	14%	11%	10%	11%	11%
Government Services	6%	2% ^b	8%	0% ^b	6%	1% ^b
Health	32%	43%	46%	55% ^b	39%	50%
Human Rights	1%	1%	0%	0%	1%	*
Safety	1%	4%	1%	1%	1%	3%
Violence/Crime	6%	* ^b	6%	0% ^b	7%	* ^b
Volunteerism	4%	3%	5%	3%	3%	3%
Consumer Guides	2%	1%	6%	0% ^b	4%	* ^b
Other	8%	5%	3%	7% ^b	7%	6%

* Above zero but less than .5%.

Note: Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

EXHIBIT 50. Minutes per Week of Paid PSAs Related to Health, by Time of Day

	Midnight to 6 AM	6 AM to Noon	Noon to 6 PM	6 PM to Midnight	Prime Time (8-11 PM)	Total
	Fitness	0:00	0:00	0:00	0:00	0:00
Cancer	0:21	0:15	0:24	0:03	0:02	1:03
Prevention/Overall Wellness	0:03	0:06	0:12	0:00	0:00	0:21
HIV/AIDS	0:00	0:00	0:03	0:00	0:00	0:03
Alcohol & Drug Abuse	1:40	2:33	1:31	1:45	1:09	7:29
Smoking	0:34	0:57	0:30	1:21	0:42	3:22
Nutrition	0:00	0:00	0:00	0:00	0:00	0:00
STDs/Sexual Health	0:30	0:03	0:00	0:00	0:00	0:33
Health Insurance	0:00	0:00	0:00	0:00	0:00	0:00
Heart Disease	0:11	0:04	0:09	0:03	0:03	0:27
Blood/Organ Donation	0:00	0:00	0:00	0:00	0:00	0:00
End of Life Services	0:00	0:00	0:00	0:00	0:00	0:00
Other Diseases	0:03	0:03	0:03	0:06	0:00	0:15
Other Wellness	0:00	0:00	0:06	0:00	0:00	0:06
Total	3:22	4:01	2:58	3:18	1:56	13:39

Note: Totals don't always reflect the summative contributions of individual items due to rounding error.

EXHIBIT 51. Minutes per Week of Paid PSAs on Specific Health Topics, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks		Cable Networks	All Networks
Fitness	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
Cancer	2:00	1:30	0:15	3:45	0:30	0:00	1:00	0:00	0:30	1:00	1:53	0:24	1:03	
Prevention/Overall Wellness	0:00	0:30	1:30	0:30	0:00	0:00	0:00	0:00	0:00	1:00	0:38	0:00	0:21	
HIV/AIDS	0:00	0:00	0:00	0:00	0:30	0:00	0:00	0:00	0:00	0:00	0:00	0:06	0:03	
Alcohol & Drug Abuse	2:15	2:30	7:25	1:25	1:15	6:15	43:30	0:45	4:00	5:30	3:24	11:09	7:29	
Smoking	3:00	4:30	4:10	5:00	9:00	0:00	0:30	1:00	4:00	2:30	4:10	2:54	3:22	
Nutrition	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	
STDs/Sexual Health	0:00	1:30	1:00	0:00	0:30	1:00	0:00	0:30	0:30	0:30	0:38	0:30	0:33	
Health Insurance	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	
Heart Disease	0:55	0:00	0:00	2:30	0:00	0:00	0:00	0:00	0:00	1:00	0:51	0:00	0:27	
Blood/Organ Donation	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	
End of Life Services	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	
Other Diseases	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:30	0:30	1:30	0:00	0:12	0:15	
Other Wellness Strategies	0:00	1:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:15	0:00	0:06	
Total	8:10	11:30	14:20	13:10	11:45	7:15	45:00	2:45	9:30	13:00	11:48	15:15	13:39	

Note: Totals don't always reflect the summative contributions of individual items due to rounding error.

EXHIBIT 52. Minutes per Week of Paid PSAs on Specific Health Topics, Over Time

	Major Broadcast Networks		Cable Networks		All Networks	
	2000	2005	2000	2005	2000	2005
Alcohol & Drug Abuse	2:40	3:24	2:24	11:09 ^b	2:55	7:29 ^b
Smoking	4:15	4:10	4:48	2:54 ^a	4:27	3:22
STDs	0:03	0:00	0:00	0:00	0:01	0:00
HIV/AIDS	0:00	0:00	0:06	0:06	0:03	0:03
Diseases [†]	1:53	2:44	1:24	0:36	1:39	1:45
End of Life Services	0:00	0:00	0:00	0:00	0:00	0:00
Sexual Health	0:23	0:38	0:00	0:30 ^a	0:12	0:33
Health Insurance	0:30	0:00 ^a	0:00	0:00	0:33	0:00 ^b
Wellness Strategies ^{††}	0:45	0:53	0:30	0:00	0:38	0:27
Total	10:28	11:48	9:12	15:15^b	10:28	13:39^b

[†] Includes cancer, heart disease, and other diseases.

^{††} Includes fitness and prevention.

Note: Totals don't always reflect the summative contributions of individual items due to rounding error. Findings with the superscript ^a are significantly different between 2000 and 2005 at $p \leq .05$; those with the superscript ^b are significantly different at $p \leq .01$.

CONCLUSION

This report provides an overview of the PSA landscape on television in the year 2005, as well as a comparison to what that landscape looked like five years earlier. Although the non-programming environment on television was even more cluttered in 2005 than it had been before, the amount of time made available for public service announcements continued to be extremely limited—only a half percent of all airtime—and had remained essentially unchanged since 2000.

On the stations in this study, 27 percent of every hour (16 minutes and 25 seconds) was devoted to non-programming content, an increase of 50 seconds, or one percentage point, from 2000. Time for donated PSAs went up by just two seconds an hour, not a statistically significant change—from .4% to .5% of all airtime.

In short, television stations air a lot of advertising and a scant amount of donated public service announcements. In fact, a viewer would have to watch more than 200 hours of television before they'd see even a single hour of donated PSAs; and during that time, they'd see more than 50 hours of ads and promos. And nearly half of all donated PSA time occurs after midnight (46%), with that figure rising to 60% on the major broadcast networks.

Given this tiny amount of time, divided among so many organizations seeking to promote such a variety of issues, it is no wonder PSA campaigns often have a hard time making an impact. This report offers a sobering reminder to national and local nonprofits that relying solely on donated PSAs on television may provide neither the reach nor the frequency that public education campaigns need.

Nonprofits seeking to use media as part of their public education efforts need to be creative in finding ways to secure airtime in front of their target audience. Obviously, continuing to look to less expensive new media options is key (if the campaign's target audience uses new media). Seeking arrangements with specific networks and stations that have especially strong viewership among a target audience—for example, a network that focuses on teens, or children, or Spanish-speaking viewers—is also an option.

Of course, it also helps to be able to bring some money to the table. As was the case in 2000, a good proportion of the “PSAs” a viewer sees were actually paid for by nonprofits and government agencies. Arrangements here vary but include the purchase of some time with additional time then provided by the station or network for free. This may be a viable option at the national and local levels for well-funded nonprofits and government agencies—and perhaps even a viable option at the local level for those not as well financially endowed, where ad costs are much less prohibitive.

The use of paid PSAs has remained at essentially the same level as was found in 2000. About one out of every three (39%) public interest messages on TV is actually using purchased, rather than donated, airtime.

Those nonprofits or government agencies that can afford to buy time stand at a significant advantage compared to those dependent on donated space. In short, money matters: Paid PSAs were more evenly distributed across the day, with 19 percent aired during prime time (compared to 13 percent for donated PSAs) and 27 percent airing after midnight (compared to 46 percent for donated spots). Money does not guarantee perfect placement, but it does appear to reduce the proportion of spots placed between midnight and 6 AM.

Particularly because PSA time for any specific topic was slim, the data from this report suggest that nonprofits will need to find increasingly creative ways to build up and target their airtime, or seek alternate platforms beyond TV for reaching their audience, if they hope to change deep-seated attitudes and longstanding behaviors.

As the media landscape continues to evolve, advertising practices are changing rapidly, and public service campaigns will need to keep up. With the modest amount of airtime available, nonprofits need to continue experimenting with newer forms of media, forming partnerships with corporate sponsors who can help them purchase airtime, and using their brief television time to help push viewers online for more information.

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APPENDICES



APPENDIX A:

DETAILED METHODOLOGY

General Approach

This study used content analysis of a large sample of television programming to explore the state of public service advertising on television, as of 2005. The current study updates research conducted in 2000. Where relevant, findings from the current study are compared to the earlier results, and changes that are statistically significant are reported on in the tables and text of this report.

A composite week's worth of television programming from each of 10 networks was examined. For each network, programming was sampled on local stations in seven different markets across the country to account for regional differences that may exist.

A total of 1,680 hours of television content was reviewed for this study. All non-programming content (e.g., advertising, program promotions, PSAs, and infomercials) was identified and coded. Every PSA was examined in depth, with information coded about 13 items. Coding was conducted by a group of carefully trained coders whose performance was systematically monitored to ensure high intercoder reliability.

A total of 1,595 public interest messages were identified. Letters, email notes, and telephone calls were made to stations and sponsors to determine whether each spot had been paid for or whether the time had been donated. Nine hundred and sixty-nine of the spots were determined to be donated PSAs; 626 were purchased.

The study deliberately used an inclusive standard for designating content as PSAs. In addition to traditional PSAs from nonprofits (e.g., the United Way, American Cancer Society) and government organizations (e.g., Department of Health and Human Services), the study included most community calendar announcements, along with

network-branded campaigns that showcase the networks' own stars (sometimes referred to as "PSA-style promos").

The study was designed by staff of the Kaiser Family Foundation in collaboration with Professor Walter Gantz of Indiana University. Implementation of the study was overseen by Nancy Schwartz of Indiana University. Analyses were run by James Angelini, then of Indiana University and currently of the University of Delaware. This report was written by Professor Gantz and Vicky Rideout of the Kaiser Family Foundation.

Sample

Networks and Channels in the Study:

Ten broadcast and cable channels are included in the study. These are the four major English-language broadcast networks (ABC, CBS, Fox, and NBC), the highest rated Spanish-language broadcast network (Univision), and five basic cable networks (CNN, ESPN, MTV, Nickelodeon, and TNT). Four of the cable networks were chosen to reflect distinctive programming genres and/or viewing audiences. These were CNN for news, ESPN for sports, MTV for popular music and programming aimed at teenagers and young adults, and Nickelodeon for children's programming. At the time the selections were made for the original study, each of these cable networks garnered the largest ratings for its genre on cable. TNT, the remaining cable network, was chosen because at the time of the original study it was the most highly rated and most widely viewed non-niche channel.

In the tables, results are presented individually for each channel, and then the averages are presented for broadcast (ABC, CBS, Fox, and NBC), cable (CNN, ESPN, MTV, Nickelodeon, and TNT), and then all channels combined (all of the above plus Univision).

Markets: Broadcast and cable networks distribute content through local TV stations and cable franchises. Non-programming content such as ads and PSAs reach local viewers either through the retransmission of network feeds or as content originating from local stations and cable franchises themselves. With commercial advertising, for example, stations and cable franchises air a mix of network, spot, and local messages. Network ads are purchased at the network level and aired simultaneously on every network affiliate. Spot ads represent the non-local purchase of time by corporations that wish to air messages on specific outlets. Local ads reflect time purchased at the local station or franchise level by companies in that market. Because of local origination, non-programming elements for network affiliates vary somewhat from market to market.

In order to assess—and be able to account for—such variability, the study examined non-programming content in seven markets. Market selections were based on two criteria: market size and geographic location. The study sought large (e.g., top 20 designated market area) markets that also reflect the diverse geographic and ethnographic landscape of the United States. With this in mind, the authors selected Atlanta, Chicago, Dallas, Denver, Los Angeles, New York, and Seattle.

Composite Week Sample: Most television programs air on a cyclical basis. Content aired one week is likely to reflect content aired earlier or later in the year. For this reason, content analyses of television often use a single week to represent programming and non-programming elements throughout the year. However, there is routine seasonal variation. For example, football is offered in the fall and early winter, holiday specials are introduced in December, and political ads greet viewers during

election campaigns. Content also varies during sweeps periods (e.g., programmers offer new episodes of ongoing series, news-casts feature special reports, promotional activity is heightened) as well as in response to unanticipated major events (e.g., assassination attempts, wars). In order to minimize the potential impact of such fluctuations, content analysts frequently examine a “composite” week of programming that samples programming from a number of weeks or months (Kunkel, 1999; Potter and Warren, 1998; Wilson et. al., 1997).

This study’s sample represents one full week of programming and non-programming content on each of the 10 broadcast and cable networks included. This resulted in 168 hours of content for each network. The study used a sampling frame that incorporated a 10-week period from September 25, 2005 to December 3, 2005. This included the November sweeps period and featured approximately the same proportion of sweeps days as is found throughout the entire year. A total of 66 hours of content (four percent of the total) was recorded at a later date due to electronic or other errors.

Each day of the composite week was broken into eight, three-hour blocks (e.g., from midnight to 3 AM, from 3 AM to 6 AM, etc.). Investigators began sampling for each network with an empty grid featuring 56 slots, one for each three-hour period throughout the week. Within each three hour block, researchers first sampled markets using random sampling without replacement until every day of the week was filled (e.g., midnight to 3 AM Monday, Tuesday, Wednesday). Since the study included seven markets, each market was represented once during every three-hour block. This process was repeated for each three-hour block.

After the week’s grid for a channel was filled with markets, investigators returned to each three-hour block and, working across days of the week, sampled the week in which content would be recorded, again using random sampling without replacement. These procedures were repeated for each network.

At the end of the sampling process, investigators had 10 filled grids, one for each network. They also constructed a grid for each market: each of these grids specified 240 hours of content to be taped in the market. Market grids were sent to an individual in each market who was responsible for recording all the content in that market.

In addition to coding content type, coders recorded the market, network, day of week, time of day, and length of each non-programming element. Time of day was coded by the hour. For example, a non-programming element that aired at 12:35 AM was coded as having occurred between midnight and 12:59 AM. The length of each non-programming segment was coded in five-second intervals. Coders relied on the computer’s time code display to determine the length of each non-programming element.

Content Measures

The study examined all non-programming elements recorded. Each non-programming element was classified by content type. The section that follows describes the content type category system employed. The system was developed and refined with an eye on two critical criteria. First, the categories in the system had to be all-inclusive. That is, the categories had to cover the full range of content aired with only modest help from a catch-all “other” category. Second, the categories had to be mutually exclusive so that any single non-programming segment would fit into only one category.

Defining Programming vs. Non-

Programming Content: Non-programming content was defined as anything falling outside the content of the program currently being aired. In general, the boundary between programming and non-programming content was clear. In television, non-programming content is typically clustered together in easily identifiable pods between and within programs. Guidelines were developed, however, for content elements that might be unclear. Segments promoting upcoming content within the program as the program headed into an advertising pod (e.g., “A grisly murder on the city’s north side when we return in a moment...”) were considered programming, as were

brief reminders in the middle of advertising pods (e.g., “Oprah will be right back” sandwiched between product ads). Nickelodeon featured a recurring character who served as a guide between programming and non-programming elements. This was coded as programming.

Non-Programming Content Categories:

Coders classified each non-programming element into one of the following eight categories: program and station promotions, station ID, advertisements, corporate public service announcements, PSAs, PSA/promo mix, infomercials, and other/filler.

Program and station promotions:

This category encompasses messages designed to promote viewing of other specific programs (e.g., “Stay tuned for SportsCenter”), typically on the same station or network, although they also could be for co-owned networks (e.g., NBC and CNBC; ABC and ESPN). This category also includes messages designed to promote the station or network’s programs in general, create an overall image for the station or network, or suggest that viewers turn to the station or network’s Web site.

Station identification: This category includes brief messages that simply identify the station or network (e.g., “You’re watching CBS”).

Advertisements: Messages in this category include all forms of paid advertising. The category includes spots that showcase products, promote services, highlight corporate good deeds and develop a positive corporate image, advocate positions on controversial issues, promote—or disparage—political candidates, tout employment opportunities within the government (including the armed services), and serve community needs.

PSAs: Sponsored by traditional nonprofit organizations (e.g., the United Way, the Girl Scouts, the American Cancer Society, the Ad Council), government agencies (e.g., the Centers for Disease Control), or networks and stations, PSAs are messages that promote causes and activities designed to improve life for individuals, communities, and the

country (e.g., Don't Drink and Drive, Click It or Ticket, Race for the Cure, Control Your TV).

Corporate public service announcements: Sponsored and paid for by for-profit corporations, these messages include a clear call to action without mentioning specific products or services produced by the sponsors. Although sponsors of these messages may be motivated by a desire to improve their company's image, the call to action is significant enough to distinguish these messages from corporate image ads.

PSA/promo mix: Messages that combine public service with promotion of television programs that address public issues or promote citizen involvement. For example, an anti-smoking campaign featured all month on *World News Tonight* or a push to Nick.com to enter the *Let's Just Play* giveaway as part of a campaign encouraging kids to be active. In drawing viewers to the station's programs, these messages serve the channel's bottom line interests, much as other program promos do. Nonetheless, the public service content of these messages warrants including them in the PSA category.

Infomercials: Long-form ads promoting a product or service (e.g., stock trading workshops, attaining credit, diet and exercise programs). These messages typically are equal in length to half-hour programs.

Filler: Included here are news breaks that feature brief accounts of news, weather, and traffic; calls for news tips; nomination requests (e.g., for the American Teacher Award); brief snapshots of important moments in history; tests of emergency sirens; and information about closed captioning.

Coding PSAs

More detailed analyses were conducted for all PSAs. Researchers coded the following dimensions of each of those messages: name and type of sponsoring organization(s), whether the spot had a local or national focus, whether the message related to a children's issue, the age and ethnicity of the primary target audience, the primary issue

area covered, the use and identification of celebrities, and whether there were provisions for viewer follow-up.

Types of Sponsoring Organizations: Four categories were used to capture the nature of each sponsoring organization: nonprofits, government, for-profit corporations, and media. Based on the 2000 study, this study anticipated that many spots would have more than one sponsor. As a result, coders were given space to code up to seven sponsors. On occasion, messages about upcoming community events were co-sponsored by more than seven sponsors. In these cases, coders were instructed to code the corporations that received the most prominent coverage.

Nonprofits: Organizations whose activities are not conducted for the purpose of making a profit. National nonprofits (e.g., American Red Cross, Make a Wish Foundation, March of Dimes) operate across the nation. Regional nonprofits (i.e., Georgia Cancer Coalition, Colorado Youth Against the Tobacco Industry, Texas Runaway Hotline) work within areas as large as a state or group of states. Local nonprofits (e.g., Atlanta Humane Society, Denver Rescue Mission, King County Library System) work within a small geographic area such as a city or a city and its surrounding counties.

Government: Agencies run by elected or appointed officials or agencies that carry out government policies. Federal-level government organizations (e.g., the CDC, the National Institutes of Health) operate nationally. State government organizations (e.g., California Department of Transportation, New York State Department of Health) work within specific states. Local agencies (e.g., New York City Administration for Children's Services, County of LA Human Relations Commission) work at the city or local level.

For-profit corporations: Organizations conducting business for the purpose of making a profit. Geographic spheres of operation mirror those used for nonprofits: national (e.g., Ford Motor Company, Kellogg's), regional (e.g., Bank of the

West, Bartell Drugs), and local (e.g., Denver Mattress Company, Rocky Mountain Harley Davidson).

Media corporations: Companies whose purpose is communication using newspapers, magazines, radio, broadcast, television, the Internet, or trade organizations representing such communication corporations. They can operate nationally (e.g., CBS TV), regionally (e.g., New York State Association of Broadcasters), or locally (e.g., WCBS-TV in New York). To be classified as a sponsor or co-sponsor, media organizations have to be listed or mentioned in the spot itself, rather than simply having their logo superimposed on the spot, as it is in much programming these days.

Geographic Focus/Production Center

(Local vs. National): Messages were also classified on the basis of their relevance and potential use across the country. Local/regional messages are those linked to the locality in which they are aired. This could be because the issue is local or because the message features locations or personalities that would not easily transfer to other locales (e.g., AIDS Walk Atlanta—an event in Atlanta to help AIDS organizations in the Atlanta metro area). National messages are those that would be relevant across the country and could air anywhere in the country (Walk to D'feet ALS—the ALS Association's national signature event that occurs all around the country). Such messages cannot have visual or aural identifiers linking them with specific cities or regions unless these are tags at the end of the message that can be substituted for other cities or regions.

Target Audience: Age of the intended target audience was determined by three criteria: the explicit content of the message, knowledge of the sponsoring organizations and the target of their activities, and the network on which the message appeared. The age of those featured in the messages was not used as a criterion; for example, content aimed at parents frequently uses children to deliver the message. Additionally, fundraising messages, as well as those seeking volunteers, are typically aimed at adults, even when children are seen in fundraising scenes.

The study included six age categories: PSAs that specifically target children 12 and under; PSAs aimed equally at children and teens (2-19); PSAs aimed equally at a teen and adult population; PSAs targeted at adults of all ages (20+); PSAs aimed specifically at seniors (65+); and all ages.

The study also coded the ethnicity of the target audience. Here, the primary criterion was the ethnic composition of those in the PSA. Coders also considered the sponsoring organization as well as the nature of the appeal (Jimmy Smits with a message about National Latino Aids Awareness Day). Eight categories were used: everyone (no ethnic group or groups singled out), white, African-American, Hispanic, American Indian, Asian American, all people of color, and other.

PSA Issue Areas

Children’s Issues: Children’s issues were defined as those that primarily concern the well being of young people up to 18 years of age, and were identified independently of other topic areas (for example, a spot on childhood obesity would be coded as both a children’s issue and a health issue; a spot encouraging reading to one’s children would be coded as a children’s issue and a literacy spot). Specific children’s issues included talking to children about sex or drugs, making schools safe, lead poisoning, summer camp for children with AIDS, mentoring kids, birth defects, prenatal care, and homelessness among children in developing nations.

Messages relevant to all ages including children (e.g., a community book fair, family day at the zoo, a fundraising event that shows children participating) were not coded as primarily focused on children’s issues. Children did not have to appear in the spot for the message to qualify as linked with children’s issues.

Other Issues: The study used a three-tiered category system to code the primary topic associated with each PSA. The first tier contains 14 categories. These are: animal rights, civics, community, education, environment, family and social concerns, fundraising, government services, health, human rights, safety, violence/crime, volunteerism, and other. The health category serves as an umbrella for 14 more specific, second-tier, categories. These are: alcohol and drug

abuse, blood/organ donation, cancer, end of life services, fitness, HIV/AIDS, health insurance, heart disease, nutrition, prevention/overall wellness, smoking, STDs/sexual health, other diseases, and other wellness strategies. In turn, these health categories had 30 third-tier sub-categories.

Inclusion of Celebrities in PSAs

Sponsoring organizations sometimes use celebrities to help promote their cause. The study counts as celebrities those known for being accomplished in some endeavor. To be coded, celebrities have to be easily identifiable visually, have their name superimposed, or give their name in an audio voice-over. Celebrities linked with more than one area of accomplishment are coded with the area in which they are best known (e.g., Tony Bennett has appeared in film and on TV but is best known as a musician). People featured just because they were victims of crimes (or related to victims) are not counted as celebrities. Categories include network stars (TV actors, personalities, news and sports reporters, and anchors), movie stars (primary fame is in movies), athletes, musicians, politicians, educators, non-elected government officials, armed services personnel, medical figures, scientists, and other.

Provision for Viewer Follow-Up

The study coded aural or visual presentations of telephone numbers and Web sites that viewers could use to follow up on the information presented in the spot. Three categories were used for telephone numbers: no number provided, toll-free number provided, non-toll-free number provided. There were two categories for Web sites: Web site address presented and no Web site address mentioned or presented.

The Coding Process

This section describes the process employed to code non-programming content in the sample of 1,680 hours of television reviewed. This process started well before any content was coded and actually was not concluded until well after each hour of content was initially examined. The stages in the process were: examining the category systems used in the first study and modifying/updating them as needed, training coders, assessing intercoder reliability,

coding the content, reviewing coding decisions, and determining the financial status of each public service message.

DEVELOPING THE CATEGORY SYSTEMS

Category systems for content analyses typically are developed based on an assessment of the literature, a grounded understanding of the areas to be studied, and deliberate exposure to a lot of content. Each of the category systems described in the preceding section was developed for the first PSA study after examining the literature and viewing hours of non-programming content—including scores of public service announcements. As needed, each system was modified (e.g., primary issue categories added) until researchers had an all-inclusive and mutually exclusive set of categories. When warranted, adjustments were made for this study. For example, this study used six options for classifying the age of the target audience instead of the nine used in the earlier study: it discarded or combined several age categories that were rarely used in the first study.

Training

A group of 28 undergraduate and graduate students at Indiana University as well as college graduates residing in Bloomington, Indiana, served as coders for this project. Coders were selected on the basis of faculty recommendations as well as relevant experience and were paid for their time. All received approximately 14 hours of training over four weeks. Training sessions typically ran 90 to 120 minutes. During the training period, coders worked through procedures and rules presented in an elaborate codebook. Most of the training focused on learning about the category systems used in the study. With codebooks in hand, coders viewed samples of non-programming elements, worked through the category systems, and talked about their decisions in discussions guided by the principal investigators. In addition, coders were shown how to keep track of the length of each non-programming element, distinguish between programming content and non-programming elements, and fill out the electronic spreadsheets. They also were told what to do if they had questions when coding actually began.

Assessing Intercoder Reliability

The validity of any content analysis is dependent on a number of factors, including the sample of content selected, the category systems developed, and the extent to which coders, acting independently, arrive at the same coding judgments for the content (intercoder reliability). The study assessed intercoder reliability by having all the coders independently assess the same content. This procedure was initially advocated by Potter and Levine-Donnerstein (1998).

Three rounds of intercoder reliability measures were used in the last two weeks of training, with a fourth round conducted at the conclusion of training. To assess intercoder reliability, the study employed a two-way matrix: type of content by coder. The degree of reliability was computed using a modification of Scott's pi designed to take into consideration the number of coders used and the number of choices associated with each coding decision (Potter & Levine-Donnerstein, 1998). This formula produces measures of agreement ranging from 0.00 to 1.00, with 1.00 representing perfect agreement.

For each PSA, coders could make as few as 13 to as many as 25 decisions. This was a function of the number of sponsors linked with the PSA. For all other non-programming elements, coders had to make two decisions (type of content and length).

In Round 1, reliability coefficients ranged from .78 to 1.0. In Rounds 2 and 3, coefficients ranged from .77 to 1.0. Across rounds, these reliability coefficients were strong and consistent with expectations of others who conduct and evaluate content analyses. In Round 4, the reliability coefficient associated with non-programming type was .97. Across the 42 non-programming elements that were not PSAs, reliability ranged from .95 to .99. Reliability coefficients for the PSA codes ranged from .72 to 1.0.

Determining Whether PSAs Were Paid For or Donated

The FCC defines PSAs as community service spots "for which no charge is made." To be consistent with that definition, researchers needed to determine the financial status of each spot coded as a PSA.

Those that were run on donated time would be appropriately classified as PSAs. Those that were run on paid time were considered paid PSAs.

Self-administered questionnaires and telephone interviews with station and cable franchise personnel as well as with employees of the sponsoring organizations were used to determine the financial (e.g., donated or paid) status of each message. In oral and written correspondence, investigators called these messages PSAs even though their classification awaited a determination of their financial status.

Letters were sent to the community/public relations director and to the advertising sales manager at each station (n= 33) and cable franchise (n=7). (In two markets, Univision was a cable rather than broadcast service; in those markets, the network had no over-the-air affiliate.) These letters described the purpose and scope of the inquiry and listed the date, time, topic, and sponsor(s) of each PSA. Investigators requested the respondents indicate the financial status of each spot by circling one of five options: donated (the station provided time for a free PSA), paid (the sponsoring organization paid to have the spot aired), paid with discount (paid, but the sponsoring organization got some kind of discount), paid with free (paid campaign, but with free airtime as part of the package), or barter (the station provided time, but in return the station received publicity on materials other than the spot itself). If some sort of payment for the PSA was required, the spot was coded as paid.

Telephone calls were made to every sponsoring organization linked with the PSAs in the sample. When sponsors were unable to provide pay status on the phone or when there was a large number of spots, sponsors were sent an email that reminded them of the scope and significance of the study and asked them to provide pay information for each of the spots listed. The emails listed the market, station, date, time, and topic of each PSA linked with their organization.

When data from stations and cable franchises were combined with data from sponsoring organizations, the study was able to determine the financial status for 91 percent of the coded messages. Researchers were

unable to gather financial status data from either the station or the sponsor for 136 messages. In these cases, financial status was assigned based on the sponsors involved. If the message was sponsored by nonprofit or media only, or any combination of nonprofit, media, and government, it was coded as donated (n= 84). Given that these organizations sometimes purchase time, this decision may have slightly inflated the count of donated PSAs. If the message was sponsored by a for-profit only, or by a for-profit combined with any other organization type, it was coded as paid (n=52).

There was conflicting information from sponsor and station or franchise personnel about the financial status of 72 spots. In all cases, the media outlet said the spot was donated while the sponsor said the airtime had been paid for. In the previous study, based on extended conversations with sponsors and media outlet personnel, the authors concluded that the sponsors were likely to have—or were able to offer—a more accurate record of the actual transaction. As a result, the financial status of these spots was based on information provided by sponsors.

About 37 percent of the paid spots (51% excluding the corporate PSAs) were identified as being part of a more complex arrangement between sponsors and stations or cable franchises. These included the following options:

- Barter: Media outlet donates the time but, in return, receives publicity for its efforts on other materials produced by the sponsor.
- Paid with discount: Sponsor pays for the time but gets that time at a discounted rate because the media outlet regards it as a cause worthy of its support.
- Paid with free airtime: Sponsor purchases a certain amount of airtime and as part of that package, some spots are aired for free.
- Other: Paid with a complicated corporate sponsorship.

While these specific arrangements matter to those representing the channel and sponsor, such distinctions were not included in the analysis. If some sort of payment for the PSA was required, the spot was coded as paid.

APPENDIX B: PROGRAMMING SAMPLE

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

Composite Week Sample, CBS

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Midnight – 3 AM	Atlanta 23-Oct	Seattle 26-Sep	Los Angeles 29-Nov	Denver 23-Nov	Chicago 20-Oct	Dallas 7-Oct	New York 12-Nov
3 AM – 6 AM	Dallas 27-Nov	New York 31-Oct	Denver 11-Oct	Los Angeles 16-Nov	Atlanta 29-Sep	Chicago 11-Nov	Seattle 26-Nov
6 AM – 9 AM	Dallas 2-Oct	Denver 10-Oct	Chicago 22-Nov	New York 2-Nov	Los Angeles 29-Sep	Seattle 11-Nov	Atlanta 29-Oct
9 AM – 12 PM	Los Angeles 16-Oct	Atlanta 21-Nov	Seattle 1-Nov	Denver 26-Oct	New York 6-Oct	Chicago 4-Nov	Dallas 3-Dec
12 PM – 3 PM	New York 9-Oct	Denver 17-Oct	Seattle 15-Nov	Chicago 23-Nov	Los Angeles 1-Dec	Atlanta 28-Oct	Dallas 8-Oct
3 PM – 6 PM	Atlanta 20-Nov	Seattle 7-Nov	New York 29-Nov	Los Angeles 26-Oct	Denver 20-Oct	Chicago 18-Nov	Dallas 8-Oct
6 PM – 9 PM	Dallas 13-Nov	New York 28-Nov	Los Angeles 1-Nov	Chicago 5-Oct	Seattle 20-Oct	Denver 30-Sep	Atlanta 26-Nov
9 PM – Midnight	Dallas 20-Nov	Atlanta 28-Nov	Denver 15-Nov	New York 12-Oct	Chicago 27-Oct	Los Angeles 7-Oct	Seattle 22-Oct

Composite Week Sample, NBC

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Midnight – 3 AM	Chicago 9-Oct	Denver 28-Nov	Seattle 22-Nov	Dallas 19-Oct	Atlanta 29-Sep	New York 4-Nov	Los Angeles 19-Nov
3 AM – 6 AM	Dallas 20-Nov	Los Angeles 24-Oct	Denver 1-Nov	Seattle 5-Oct	New York 29-Sep	Atlanta 14-Oct	Chicago 12-Nov
6 AM – 9 AM	Denver 27-Nov	Dallas 7-Nov	Seattle 27-Sep	Atlanta 19-Oct	Los Angeles 13-Oct	New York 4-Nov	Chicago 8-Oct
9 AM – 12 PM	Chicago 30-Oct	Los Angeles 3-Oct	New York 22-Nov	Seattle 30-Nov	Dallas 13-Oct	Denver 21-Oct	Atlanta 1-Oct
12 PM – 3 PM	Chicago 6-Nov	Atlanta 28-Nov	Seattle 4-Oct	Los Angeles 2-Nov	Dallas 24-Nov	Denver 30-Sep	New York 19-Nov
3 PM – 6 PM	Chicago 6-Nov	Atlanta 10-Oct	Seattle 29-Nov	Denver 23-Nov	New York 17-Nov	Dallas 30-Sep	Los Angeles 29-Oct
6 PM – 9 PM	Dallas 30-Oct	Chicago 17-Oct	Denver 11-Oct	New York 26-Oct	Los Angeles 10-Nov	Seattle 25-Nov	Atlanta 1-Oct
9 PM – Midnight	Los Angeles 13-Nov	Chicago 26-Sep	Dallas 29-Nov	Denver 9-Nov	Atlanta 6-Oct	Seattle 21-Oct	New York 5-Nov

Composite Week Sample, FOX

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Midnight – 3 AM	Dallas 30-Oct	New York 10-Oct	Atlanta 4-Oct	Seattle 23-Nov	Chicago 10-Nov	Los Angeles 28-Oct	Denver 3-Dec
3 AM – 6 AM	Chicago 13-Nov	Atlanta 7-Nov	New York 1-Nov	Denver 5-Oct	Los Angeles 24-Nov	Seattle 30-Sep	Dallas 29-Oct
6 AM – 9 AM	Los Angeles 30-Oct	Atlanta 7-Nov	New York 4-Oct	Dallas 23-Nov	Denver 17-Nov	Chicago 30-Sep	Seattle 22-Oct
9 AM – 12 PM	Dallas 20-Nov	Atlanta 26-Sep	Chicago 25-Oct	Denver 30-Nov	New York 10-Nov	Los Angeles 7-Oct	Seattle 15-Oct
12 PM – 3 PM	Denver 13-Nov	New York 31-Oct	Los Angeles 18-Oct	Dallas 5-Oct	Seattle 27-Oct	Chicago 2-Dec	Atlanta 15-Oct
3 PM – 6 PM	Dallas 20-Nov	Chicago 14-Nov	Denver 29-Nov	New York 2-Nov	Los Angeles 27-Oct	Atlanta 14-Oct	Seattle 22-Oct
6 PM – 9 PM	Denver 2-Oct	Seattle 17-Oct	Atlanta 15-Nov	Los Angeles 30-Nov	New York 10-Nov	Chicago 28-Oct	Dallas 26-Nov
9 PM – Midnight	Seattle 9-Oct	Los Angeles 26-Sep	Chicago 22-Nov	Atlanta 2-Nov	Denver 10-Nov	New York 2-Dec	Dallas 22-Oct

Composite Week Sample, CNN

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Midnight – 3 AM	Seattle 6-Nov	Atlanta 21-Nov	New York 29-Nov	Chicago 16-Nov	Dallas 3-Nov	Denver 30-Sep	Los Angeles 22-Oct
3 AM – 6 AM	Atlanta 13-Nov	New York 26-Sep	Dallas 1-Nov	Chicago 5-Oct	Denver 13-Oct	Seattle 2-Dec	Los Angeles 12-Nov
6 AM – 9 AM	Seattle 20-Nov	Dallas 28-Nov	Denver 25-Oct	Chicago 2-Nov	New York 29-Sep	Atlanta 11-Nov	Los Angeles 22-Oct
9 AM – 12 PM	Chicago 27-Nov	Seattle 10-Oct	Dallas 25-Oct	Los Angeles 16-Nov	New York 20-Oct	Atlanta 4-Nov	Denver 12-Nov
12 PM – 3 PM	Dallas 27-Nov	Atlanta 24-Oct	Denver 18-Oct	Chicago 12-Oct	Los Angeles 17-Nov	New York 11-Nov	Seattle 8-Oct
3 PM – 6 PM	Atlanta 27-Nov	Seattle 26-Sep	Los Angeles 18-Oct	Chicago 26-Oct	Denver 24-Nov	Dallas 14-Oct	New York 19-Nov
6 PM – 9 PM	New York 23-Oct	Seattle 31-Oct	Los Angeles 11-Oct	Atlanta 28-Sep	Denver 24-Nov	Dallas 11-Nov	Chicago 3-Dec
9 PM – Midnight	Seattle 30-Oct	Chicago 17-Oct	Dallas 11-Oct	New York 5-Oct	Denver 17-Nov	Atlanta 25-Nov	Los Angeles 1-Oct

Composite Week Sample, ESPN

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Midnight – 3 AM	Chicago 2-Oct	Atlanta 7-Nov	Denver 27-Sep	New York 12-Oct	Seattle 20-Oct	Dallas 4-Nov	Los Angeles 3-Dec
3 AM – 6 AM	Chicago 30-Oct	New York 17-Oct	Denver 25-Oct	Seattle 28-Sep	Los Angeles 6-Oct	Atlanta 25-Nov	Dallas 12-Nov
6 AM – 9 AM	Atlanta 30-Oct	Los Angeles 17-Oct	New York 11-Oct	Denver 30-Nov	Chicago 17-Nov	Dallas 7-Oct	Seattle 12-Nov
9 AM – 12 PM	Atlanta 23-Oct	Denver 14-Nov	Los Angeles 8-Nov	Seattle 2-Nov	Dallas 20-Oct	Chicago 2-Dec	New York 26-Nov
12 PM – 3 PM	New York 27-Nov	Denver 24-Oct	Chicago 11-Oct	Los Angeles 5-Oct	Atlanta 24-Nov	Seattle 11-Nov	Dallas 15-Oct
3 PM – 6 PM	New York 20-Nov	Seattle 17-Oct	Los Angeles 27-Sep	Dallas 9-Nov	Atlanta 1-Dec	Denver 7-Oct	Chicago 29-Oct
6 PM – 9 PM	Chicago 20-Nov	Atlanta 17-Oct	Seattle 4-Oct	Los Angeles 28-Sep	Denver 3-Nov	Dallas 14-Oct	New York 3-Dec
9 PM – Midnight	Los Angeles 27-Nov	New York 21-Nov	Seattle 11-Oct	Denver 5-Oct	Chicago 10-Nov	Atlanta 30-Sep	Dallas 19-Nov

Composite Week Sample, MTV

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Midnight – 3 AM	Denver 2-Oct	New York 28-Nov	Seattle 27-Sep	Dallas 23-Nov	Atlanta 3-Nov	Los Angeles 21-Oct	Chicago 19-Nov
3 AM – 6 AM	New York 30-Oct	Denver 17-Oct	Seattle 8-Nov	Los Angeles 28-Sep	Dallas 6-Oct	Chicago 2-Dec	Atlanta 19-Nov
6 AM – 9 AM	Los Angeles 23-Oct	New York 7-Nov	Seattle 11-Oct	Atlanta 30-Nov	Denver 29-Sep	Chicago 28-Oct	Dallas 5-Nov
9 AM – 12 PM	Chicago 13-Nov	Denver 17-Oct	Seattle 27-Sep	New York 26-Oct	Atlanta 13-Oct	Los Angeles 11-Nov	Dallas 26-Nov
12 PM – 3 PM	Los Angeles 27-Nov	Chicago 10-Oct	Seattle 27-Sep	Denver 19-Oct	Dallas 27-Oct	Atlanta 4-Nov	New York 8-Oct
3 PM – 6 PM	Los Angeles 9-Oct	Seattle 31-Oct	New York 22-Nov	Chicago 16-Nov	Denver 29-Sep	Atlanta 11-Nov	Dallas 29-Oct
6 PM – 9 PM	Dallas 20-Nov	New York 3-Oct	Atlanta 1-Nov	Los Angeles 26-Oct	Seattle 17-Nov	Chicago 30-Sep	Denver 26-Nov
9 PM – Midnight	Dallas 9-Oct	Atlanta 3-Oct	Chicago 15-Nov	Seattle 28-Sep	New York 1-Dec	Los Angeles 28-Oct	Denver 26-Nov

Composite Week Sample, NICK

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Midnight – 3 AM	New York 9-Oct	Denver 7-Nov	Dallas 18-Oct	Atlanta 5-Oct	Chicago 24-Nov	Seattle 2-Dec	Los Angeles 29-Oct
3 AM – 6 AM	Dallas 2-Oct	Los Angeles 14-Nov	Chicago 22-Nov	Denver 30-Nov	Atlanta 13-Oct	New York 4-Nov	Seattle 29-Oct
6 AM – 9 AM	Atlanta 6-Nov	Denver 31-Oct	Chicago 4-Oct	New York 30-Nov	Seattle 3-Nov	Los Angeles 14-Oct	Dallas 22-Oct
9 AM – 12 PM	New York 9-Oct	Dallas 26-Sep	Atlanta 29-Nov	Denver 19-Oct	Chicago 27-Oct	Los Angeles 6-Oct	Seattle 5-Nov
12 PM – 3 PM	Denver 2-Oct	Seattle 31-Oct	Chicago 18-Oct	Dallas 7-Dec	Atlanta 13-Oct	New York 28-Oct	Los Angeles 12-Nov
3 PM – 6 PM	Los Angeles 23-Oct	Atlanta 14-Nov	Denver 4-Oct	Dallas 23-Nov	Chicago 13-Oct	New York 30-Sep	Seattle 12-Nov
6 PM – 9 PM	Denver 13-Nov	Seattle 28-Nov	Atlanta 11-Oct	Chicago 2-Nov	New York 17-Nov	Los Angeles 21-Oct	Dallas 29-Oct
9 PM – Midnight	New York 23-Oct	Atlanta 7-Nov	Chicago 4-Oct	Seattle 12-Oct	Los Angeles 1-Dec	Denver 25-Nov	Dallas 1-Oct

APPENDIX C:

PSA TOPIC AREAS

The 14 first-tier topic categories are described below.

Animal rights: Messages focus on care for pets and support for animal rights.

Civics: These messages call on viewers to vote, support U.S. armed services personnel as well as government social programs and reforms, and take pride in their community. They emphasize civic pride, patriotism, and support of government initiatives.

Community: Messages focus on community organizations (e.g., Girl Scouts, 4-H, Junior Achievement) and community activities. They describe the role of these organizations and call on viewers to become members of or make use of their services. Community calendar messages in the public interest fit within this category. These call on viewers to participate in specific events (e.g., band concerts, lectures, and meetings) sponsored by community organizations, including the media outlet.

Education: This category includes formal and informal educational programs and opportunities for children and adults. Spots promote learning, highlight the value of high school and college education, describe specific programs, or call on viewers to read, use libraries, work hard in school, plan for college, or enjoy art and culture.

Environment: These messages promote conservation of natural resources, recycling, prevention of environmental catastrophes, protection of natural habitats, and other environment issues including the consequences of overpopulation.

Family and Social Concerns: Spots in this category stress the importance of the family unit and the role parents play in raising their children. Adults are asked to adopt foster children, be good parents, communicate with their children, protect their children from adult content found on TV and the Internet, and care for their elderly parents. Viewers also are asked to engage in everyday pro-social behaviors such as sharing and are alerted to the problems of homelessness and missing children.

Fundraising: Spots in this category emphasize donating goods and/or money for local, national, and international organizations and causes (e.g., Samaritan's Purse asking for gift items for Operation Christmas Child). To fit within fundraising, messages have to directly call for contributions or clearly point out that the organizations and activities featured are dependent on the generous support of viewers. Messages emphasizing volunteerism are coded elsewhere.

Government Services: Messages here describe government services available at federal, state, and local levels (e.g., Medicare, fair housing, emergency management).

Health: This topic area includes 14 tier-two categories. These are: alcohol and drug abuse, blood/organ donation, cancer, end of life services, fitness, HIV/AIDS, nutrition, prevention/overall wellness, smoking, STDs/sexual health, health insurance, heart disease, other diseases, and other wellness.

In turn, eight of these tier-two categories had third-tier sub-categories. For example, there are seven categories for sexual health (abstinence, condom use, teenage pregnancy prevention, generic safe sex, pregnancy and prenatal care, options when faced with unexpected or unwanted pregnancies, and other), and seven for HIV/AIDS (prevention strategies such as getting tested, coping with AIDS, managing HIV/AIDS in the workplace, fear and discrimination associated with AIDS, organizations doing research on AIDS, volunteering to help, and other).

Human Rights: Spots call on viewers to treat others equally and support workers' rights.

Safety: This category features messages on physical safety (e.g. what to do during a tornado, don't play with matches) and driving safety (e.g., seat belts and car seats).

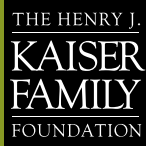
Violence/Crime: This category includes messages about crime prevention (e.g., "Take a Bite Out of Crime" and neighborhood watch groups), rape and sexual abuse, domestic violence, and gun safety.

Volunteerism: This category asks viewers to be mentors, commit a full year or more of their lives to service, or donate time to community organizations (e.g., NFL and United Way asking for volunteers to help build homes for the homeless).

Other: Messages whose primary purpose falls outside of the categories described above are included in this catch-all category. This included spots to save family farms, stop excessive gambling, and encourage Hispanic pride.

Additional copies of this publication (#7715) are available on the Kaiser Family Foundation's website at www.kff.org.

The Kaiser Family Foundation is a non-profit, private operating foundation dedicated to providing information and analysis on health care issues to policymakers, the media, the health care community and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.



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