



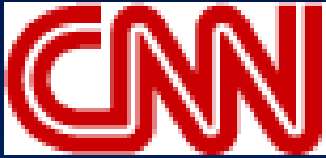
SHOUTING
TO BE
HEARD (2)

PUBLIC SERVICE
ADVERTISING
IN A
CHANGING
TELEVISION WORLD

Methodology

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

Methodology



Methodology



Methodology

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

Methodology



FCC Definition of PSA

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

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

INDIANA UNIVERSITY



John Smith
WXYZ
123 Main Street
Anywhere, US 02007

May 1, 2007

DEPARTMENT OF
TELECOMMUNICATIONS

Dear Mr. Smith,

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

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

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

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

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

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

Sincerely,

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

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

Walter Gantz
Professor and Chair

Nancy Schwartz
Project Manager

Scope of Study

1, 595 possible PSAs

- 969 donated PSAs
- 626 paid PSAs

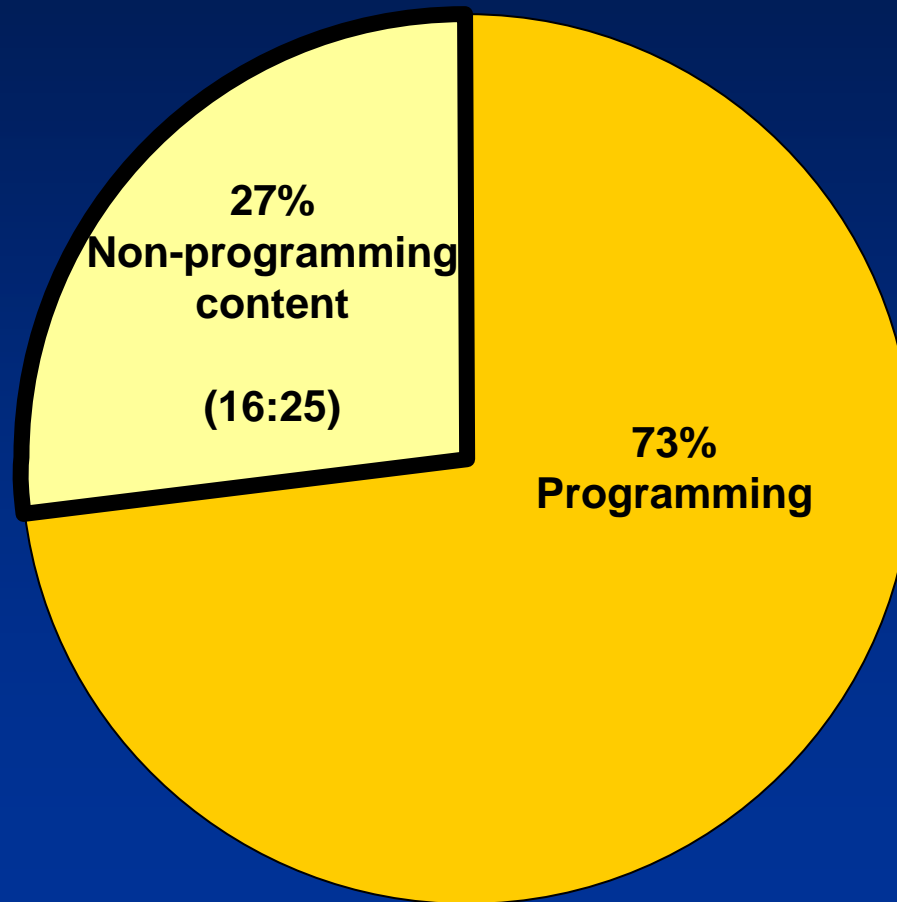


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Findings

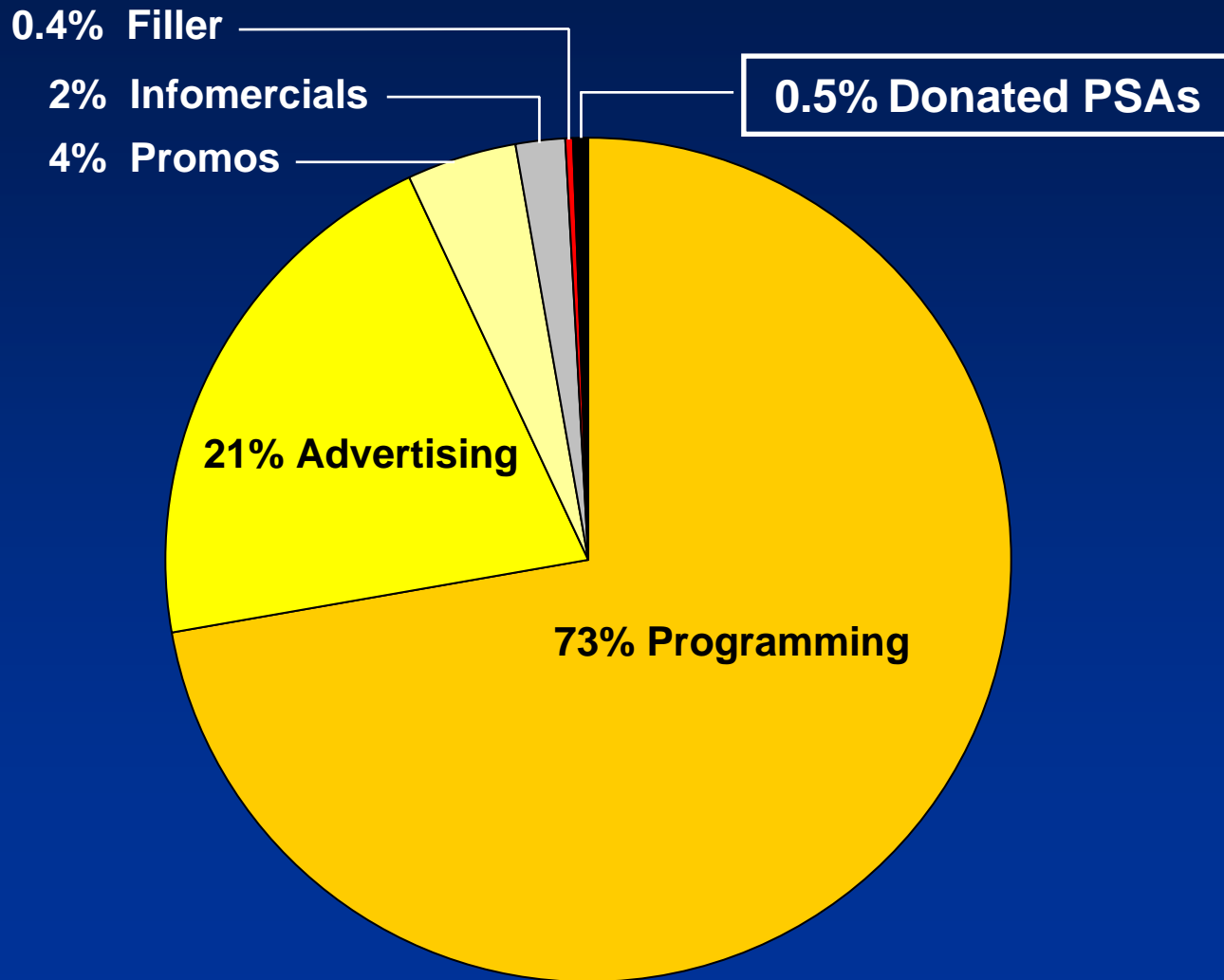
Proportion of time networks devote to:



Donated PSAs

Findings – Donated PSAs

Proportion of time networks devote to:



Findings – Donated PSAs

Amount of airtime donated to PSAs on TV:

<u>Average – all stations:</u>	0:17 seconds an hour
In prime time:	0:09 seconds an hour

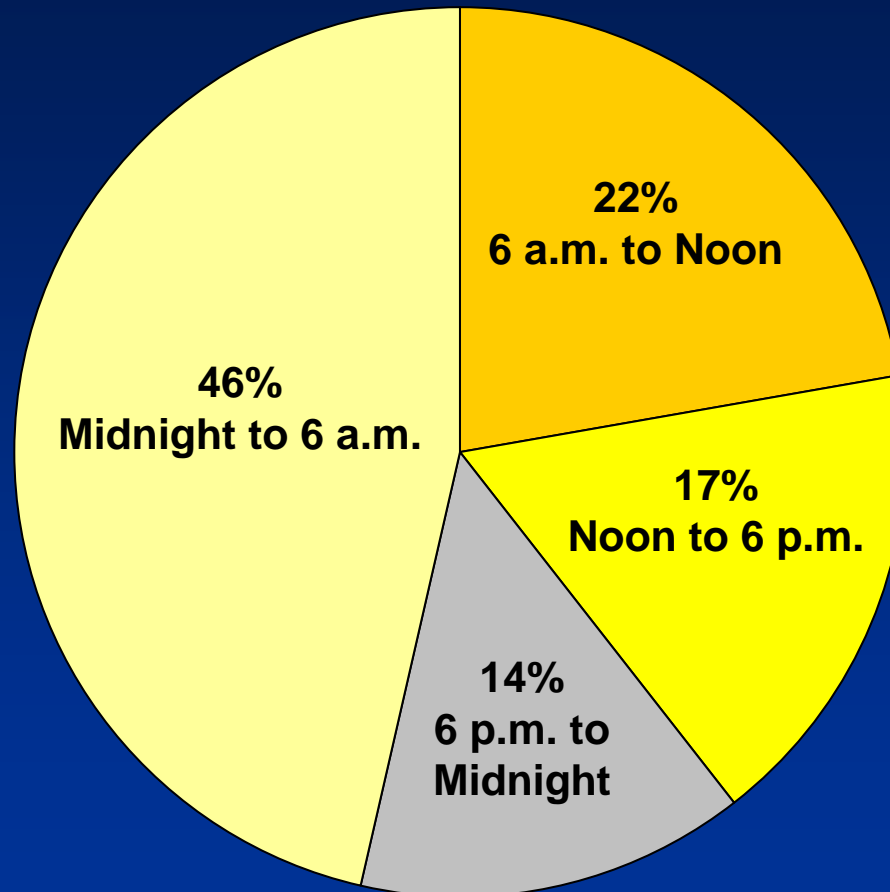
<u>Broadcast:</u>	0:18 seconds an hour
In prime time:	0:06 seconds an hour

<u>Cable:</u>	0:15 seconds an hour
In prime time:	0:09 seconds an hour

<u>Univision:</u>	0:29 seconds an hour
In prime time:	0:23 seconds an hour

Findings – Donated PSAs

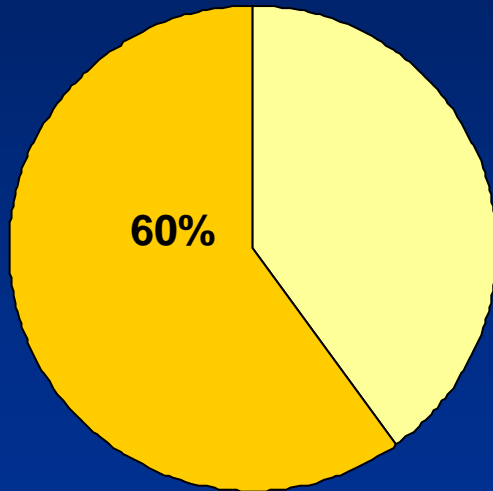
Time of day donated PSAs aired:



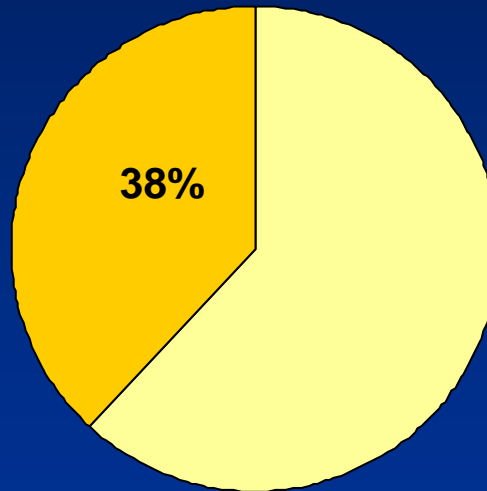
Findings – Donated PSAs

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

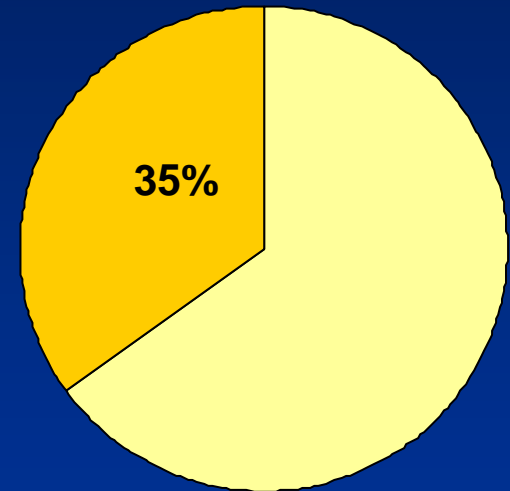
Broadcast



Cable



Univision



 PSA ran from **midnight to 6 a.m.**

 PSA ran at other times

Findings – Donated PSAs

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

2000: 0:15

2005: 0:17

Findings – Donated PSAs

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

2000: 0:15

2005: 0:17

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

2000: 43%

2005: 46%

Findings – Donated PSAs

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

2000: 0:15

2005: 0:17

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

2000: 43%

2005: 46%

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

2000: 15:35

2005: 16:25

Findings – Donated PSAs

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

2000: 0:15

2005: 0:17

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

2000: 43%

2005: 46%

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

2000: 15:35

2005: 16:25

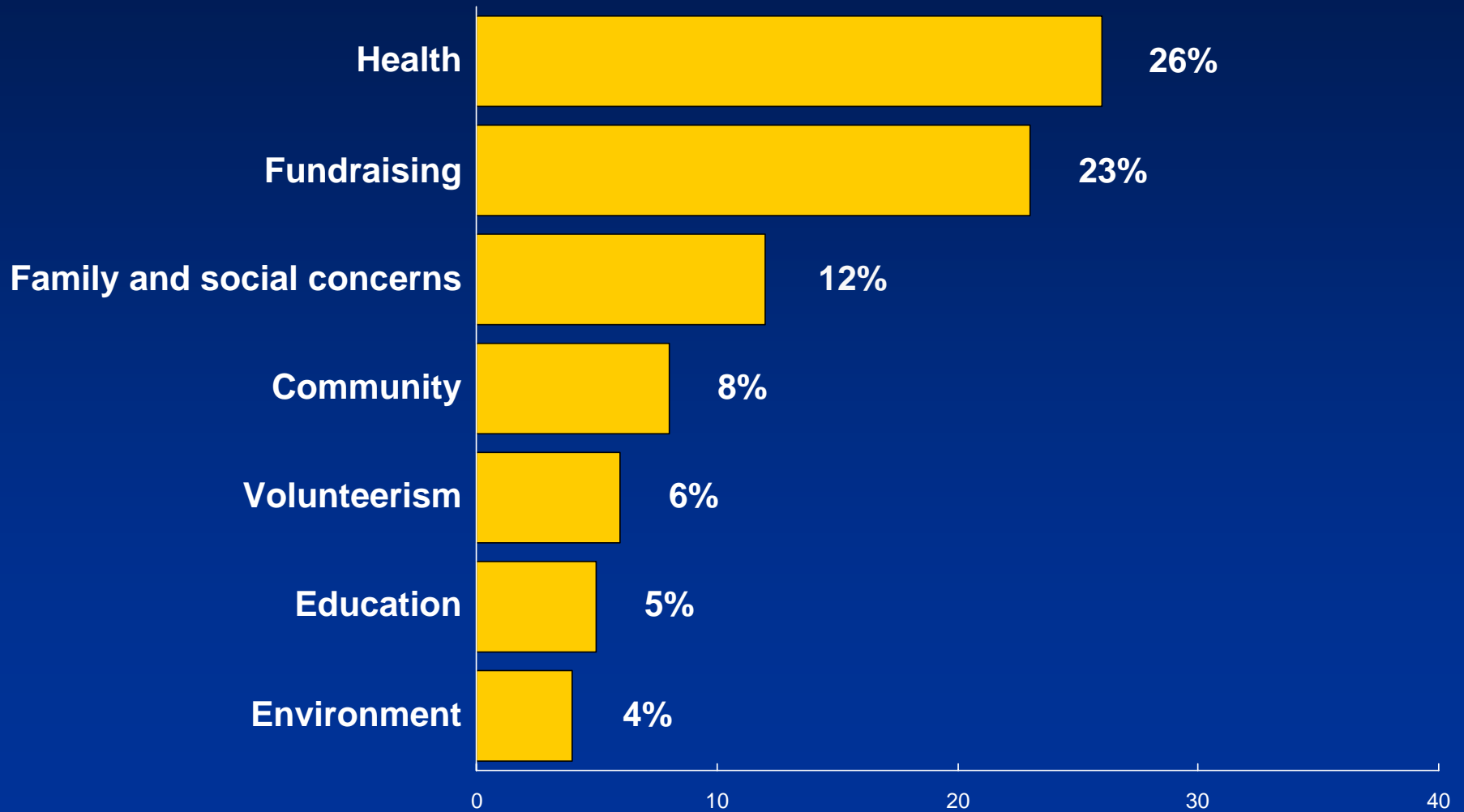
Amount of time donated to PSAs per hour, on cable:

2000: 0:07

2005: 0:15

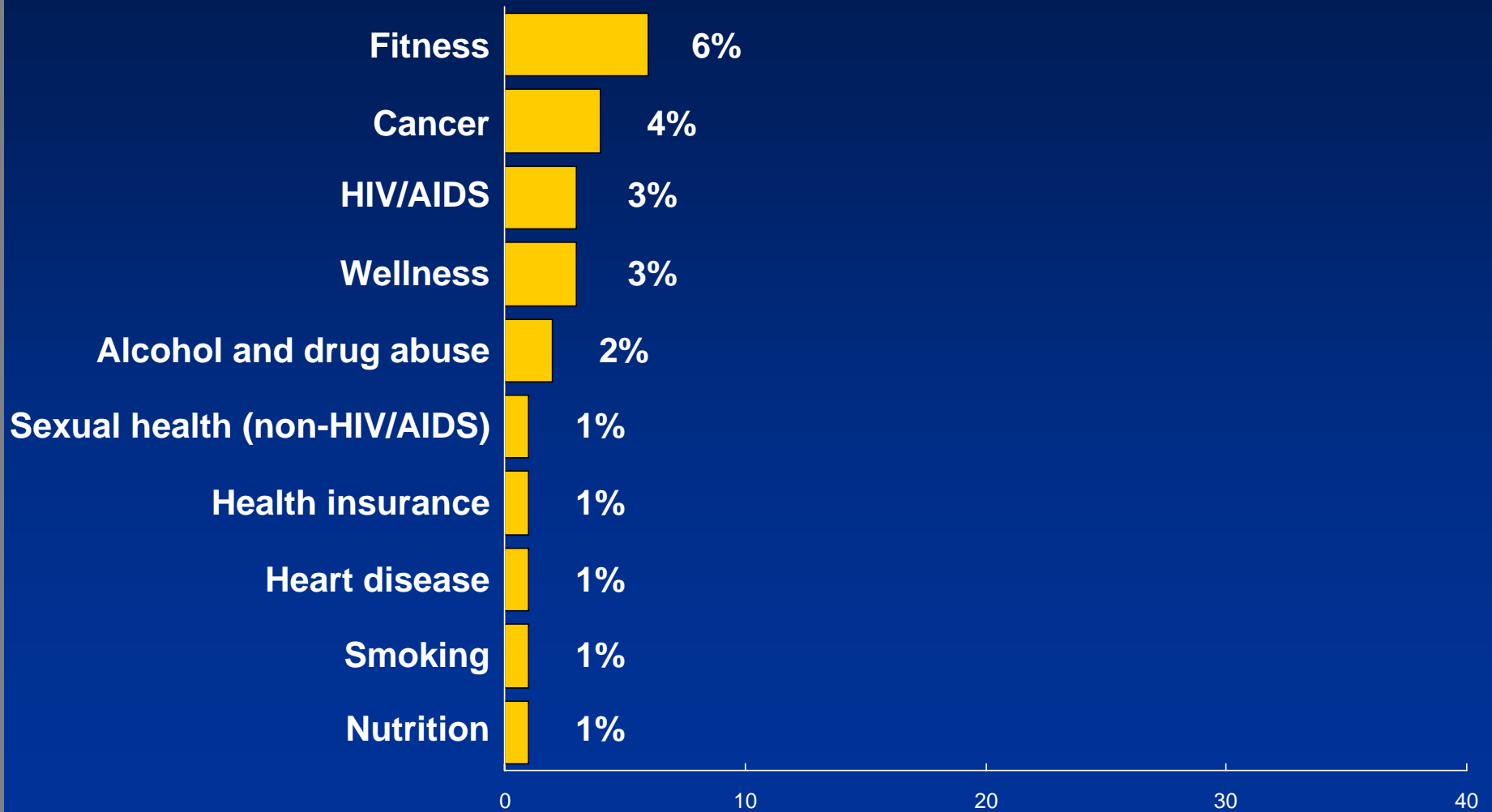
Findings – Donated PSAs – Top Issues

Among donated PSAs, proportion devoted to each topic area:



Findings – Donated PSAs – Health Issues

Among donated PSAs, proportion devoted to each health topic:



Findings – Donated PSAs

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

Broadcast

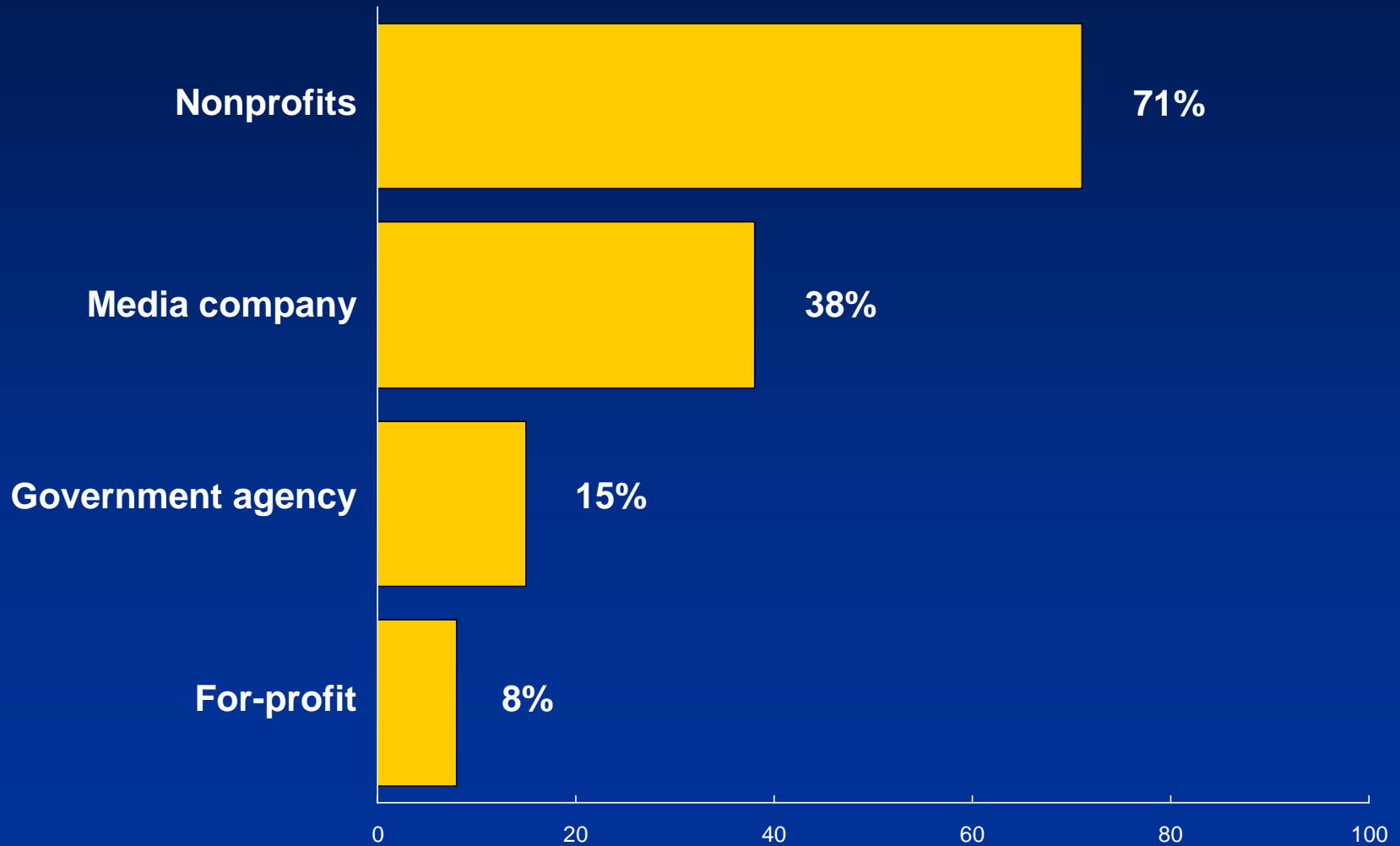
Fitness: 2:52 per week

Cancer: 1:57 per week

HIV/AIDS: 1:31 per week

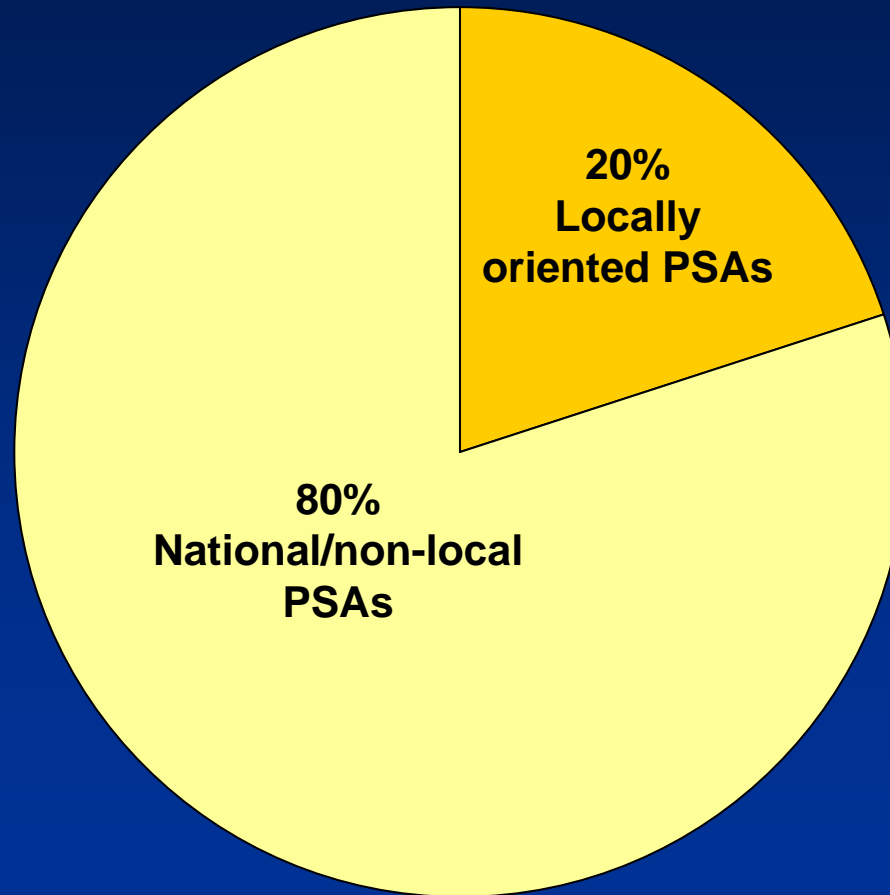
Findings – Donated PSAs - Sponsors

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



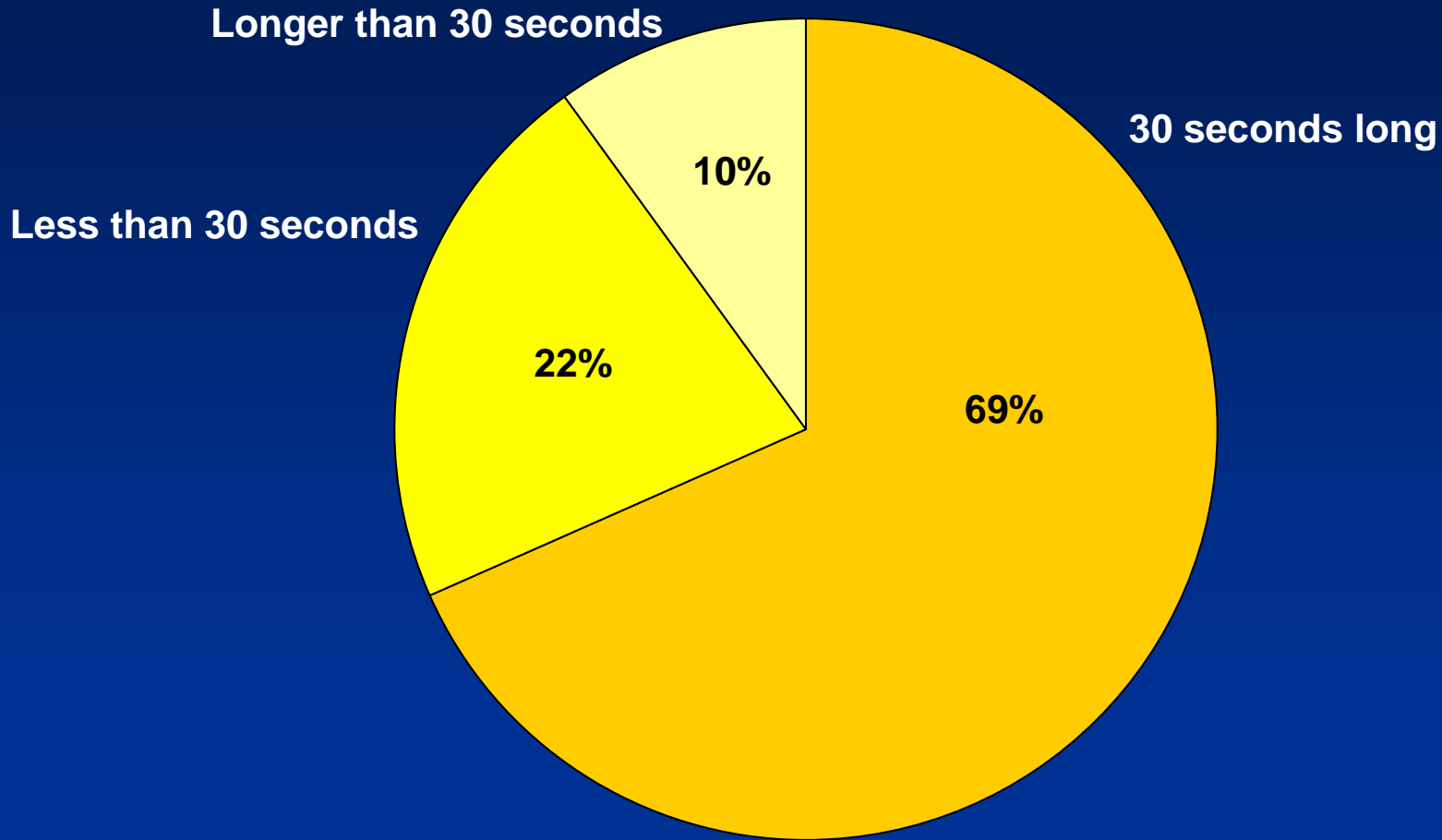
Findings – Donated PSAs - Local/National

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



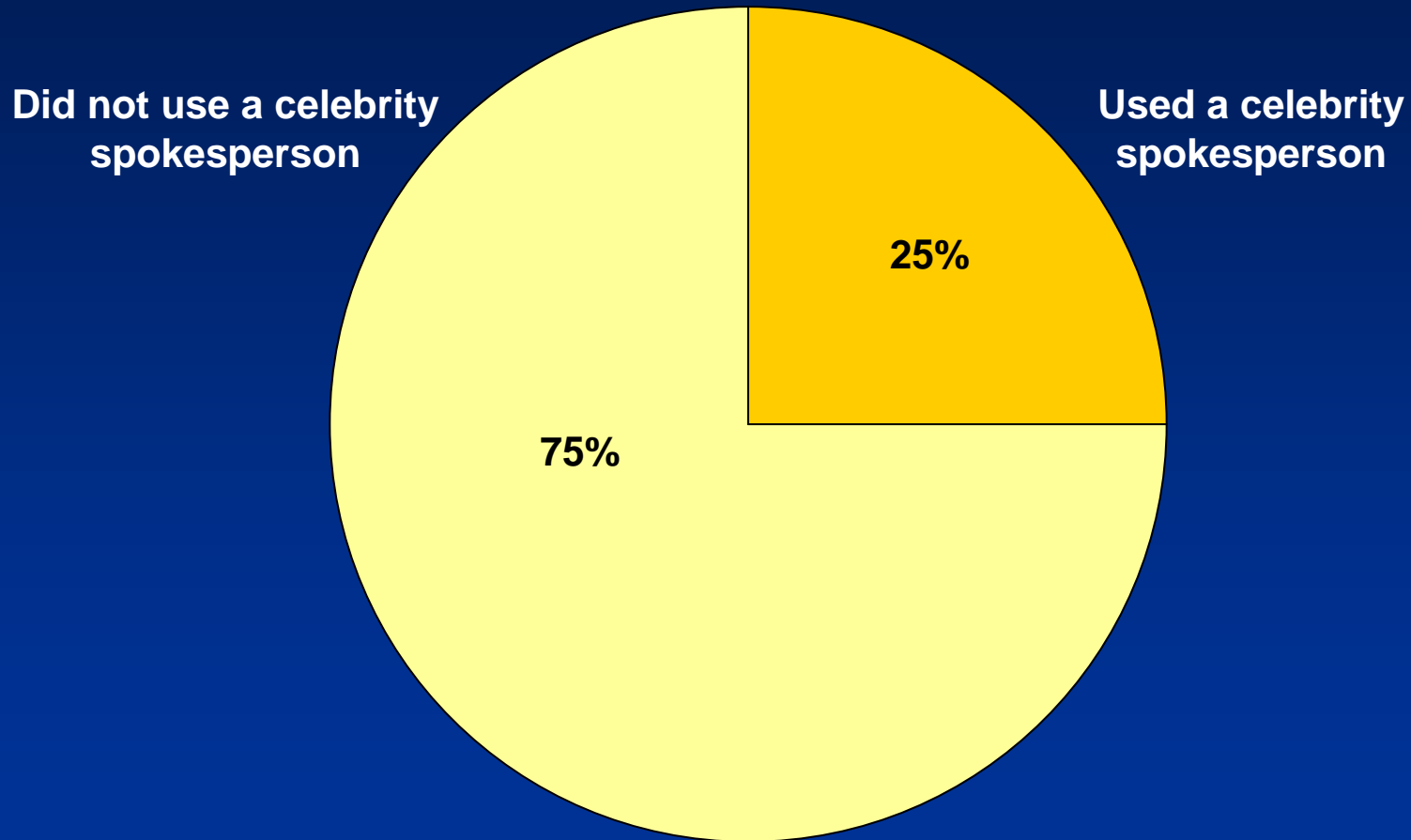
Findings – Donated PSAs – Spot Length

Among donated PSAs, proportion that are:



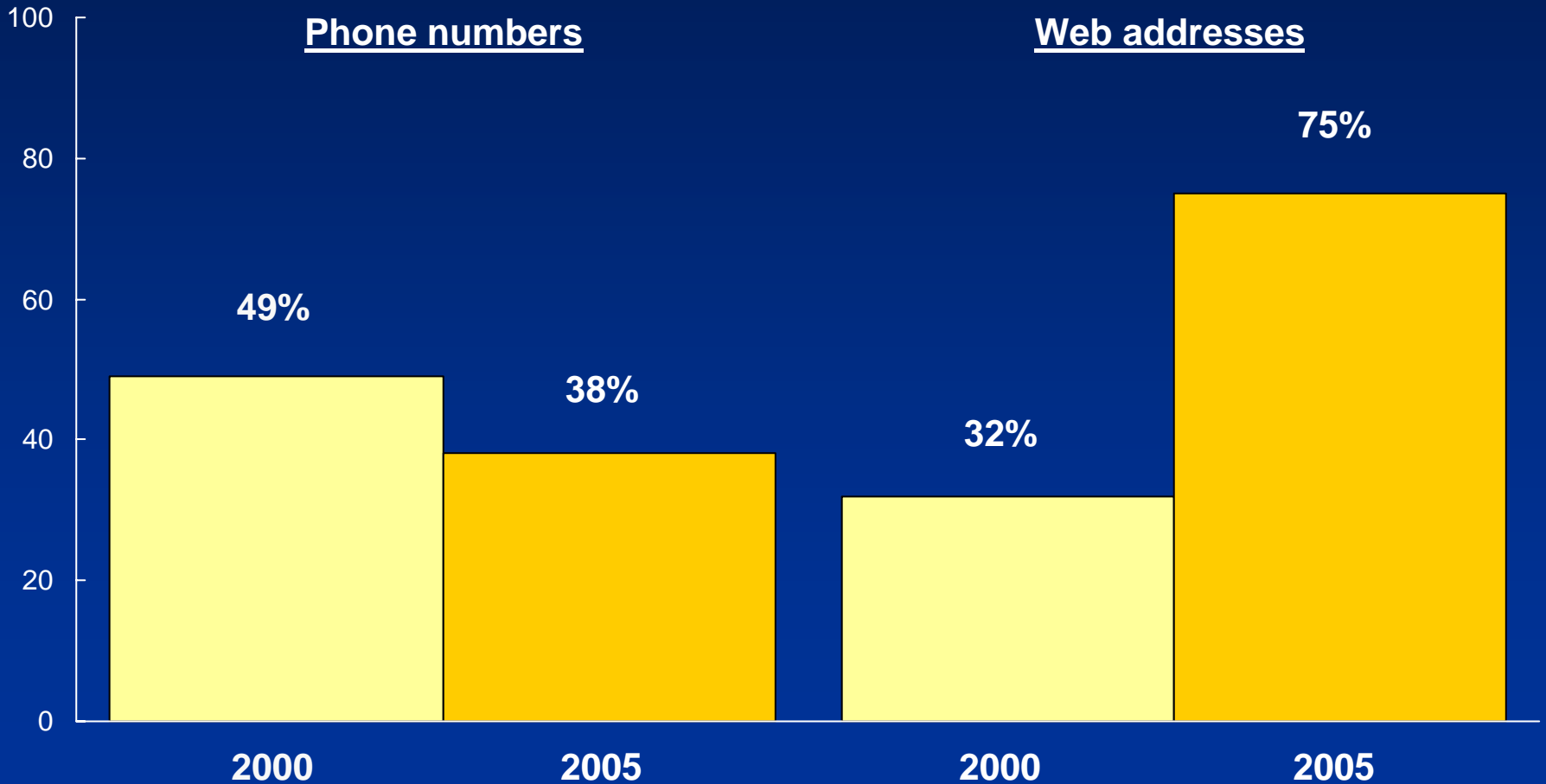
Findings – Donated PSAs – Spokespersons

Among donated PSAs, proportion using a celebrity spokesperson:



Findings – Donated PSAs – Follow-Up

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



Paid PSAs

Findings – Paid PSAs

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

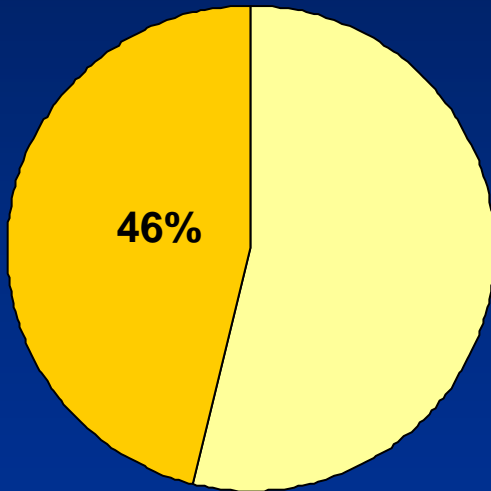
2000: 0:09

2005: 0:10

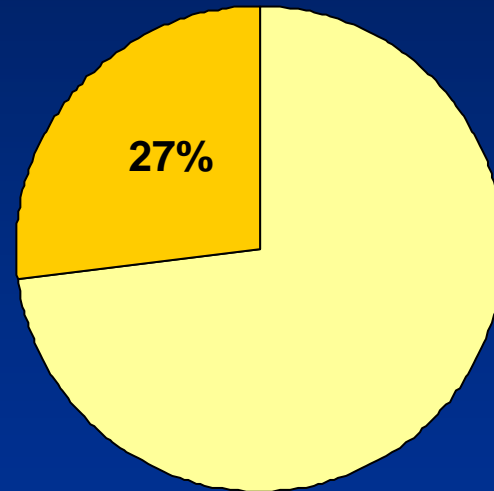
Findings – Donated vs. Paid PSAs

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

Donated PSAs



Paid PSAs

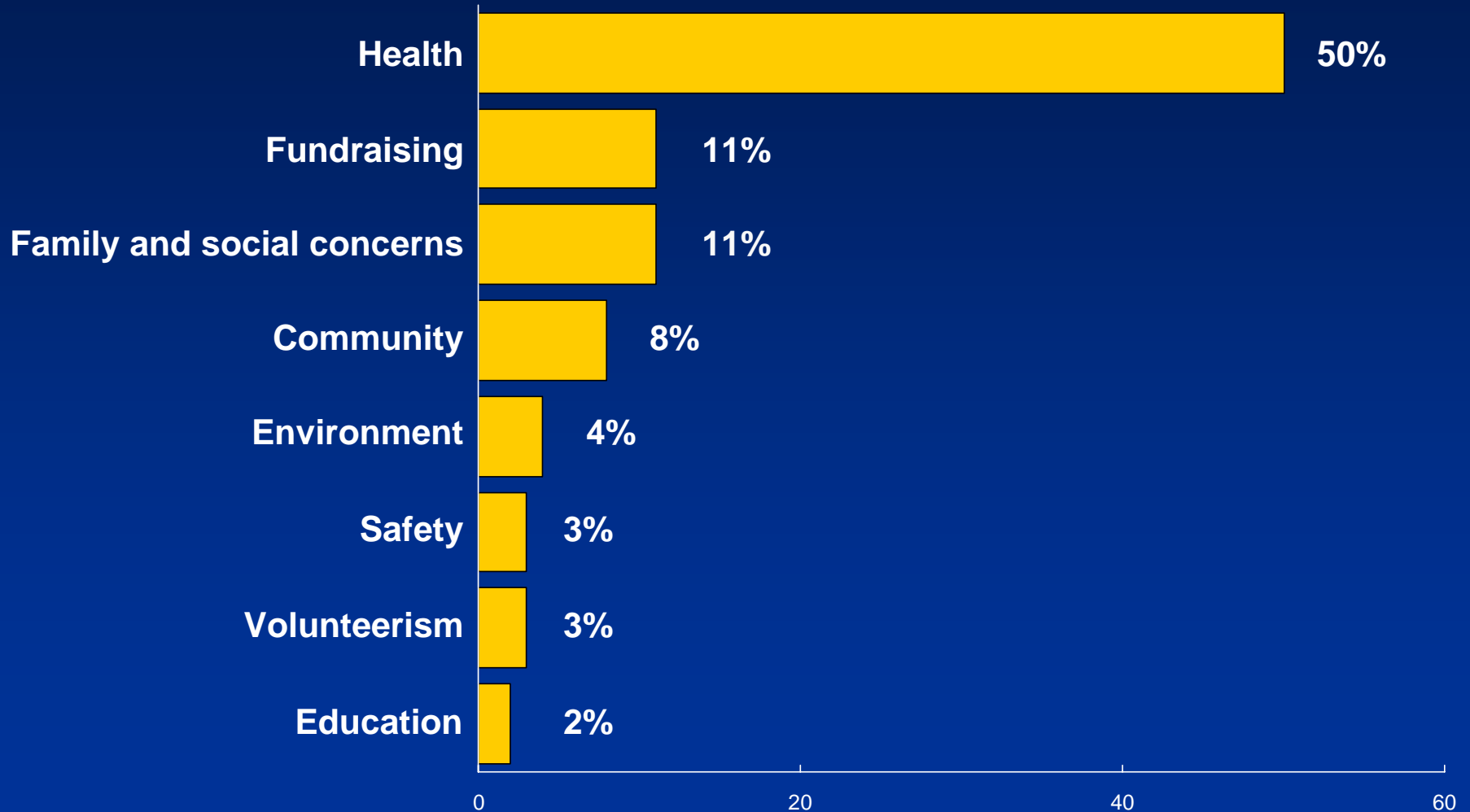


 PSA ran from **midnight to 6 a.m.**

 PSA ran at other times

Findings – Paid PSAs – Top Issues

Among paid PSAs, proportion devoted to each topic area:



Findings – Paid PSAs – Health Issues

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

Alcohol and Drug Abuse

2000: 2:55 per week

2005: 7:29 per week

Smoking

2000: 4:27 per week

2005: 3:22 per week

Sexual Health/HIV/STDs

2000: 0:16 per week

2005: 0:36 per week



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