

PSA Distribution Plan

Justice Solutions has secured the services of a national PSA marketing and distribution firm, Goodwill Communications, which specializes in packaging and distributing PSAs for nonprofit organizations. The PSAs will be distributed as part of a “Broadcaster PSA Kit” that includes broadcast-quality copies of the PSAs in the station’s preferred format and a storyboard similar to the one in this online Kit. The Broadcaster PSA Kit will be distributed to virtually every national network and local broadcast station in the United States that regularly uses national PSAs. Each Kit will be addressed to the station’s staff member who has been identified as having primary responsibility for deciding which PSAs the station will air and when.

(You can find a copy of the distribution list, including these contacts, on the PSA Project Web site at: www.psaresearch/jusreports.asp).

Timetable for Distribution

The PSAs are scheduled for initial national release in conjunction with **National Crime Victims’ Rights Week (NCVRW), April 10–16, 2005**. The Broadcaster PSA Kits will be mailed to arrive at broadcast stations approximately 1 week prior to Victims’ Rights Week (i.e., during the week of **April 4, 2005**) to concentrate airplay during NCVRW and maximize impact.

This online PSA Partner Kit is being made available to you prior to the PSA release date to allow you to do advance work with your local television stations. Even though broadcasters will not receive the actual PSAs until 1 week prior to NCVRW, you will have the opportunity to call, write, or even meet with your local broadcast station contacts to inform them of the PSAs’ pending arrival; to request their assistance in developing your local “tag”; and to encourage station staff to play your spot during NCVRW and throughout the year. You can even suggest that broadcast stations “preview” the spots by directing them to the PSA Video Clips on this site (<http://www.ojp.usdoj.gov/ovc/videos/psa.html>).

Future PSA Campaigns and PSA Partner Registration

In addition to use in this PSA Campaign, the same PSAs will be sent to virtually all *cable broadcasters* nationwide later this year in a “Cable Pak.” A Radio PSA Campaign with similar themes will be launched later in 2005 in a similar joint enterprise, “Radio Pak,” to be sent to a majority of radio broadcast stations across the country.

Information about these additional cable and radio campaigns will be made available on the OVC special PSA Web page (www.crimevictims.gov).

However, if you would like to receive updates, notices, and other useful information about future PSA campaigns, you can **register as an official PSA Partner** by clicking the “Register as a PSA Partner” button at www.crimevictims.gov/provider or by going directly to the PSA Partner sign-up page at: www.justicesolutions.org/PSAPARTNER.

OVC also plans to create a “**Web Forum**” specifically for PSA Partners so that Partners can swap ideas and strategies, ask questions, and share their successes. OVC has a wide range of topics (or threads) available on an ongoing basis as part of its Web Forum. To view the Web Forum and current topics go to:
<http://ovc.ncjrs.org/ovcproviderforum/index.asp>.

Tracking PSA Airplay

This PSA Campaign will be using cutting-edge technology that electronically tracks every time one of the TV PSAs is played on any broadcast station anywhere in the United States. The A.C. Nielsen SIGMA monitoring system tracks which PSA was played, on which broadcast station, and at what time it aired. By using demographic profiles and viewing pattern analyses, it is also possible to estimate the number of people who actually viewed any given PSA each time it airs.

All this information will be made available on a regular basis on Goodwill Communication’s (our distribution partner) Web site, the PUBSANS GATEWAY, at: www.psaresearch/jusreports.asp. Airplay information on the Web site will be updated on a monthly basis (usually around the 15th of each month). By checking the Web site, you will be able to determine whether or not a specific local broadcast station has played your PSA and respond accordingly (either by sending a thank you note if it aired and to encourage additional play, or by encouraging first-time play if your PSA has not yet aired). Reports will be posted for 12 months after the initial release of the PSAs (studies have shown that *broadcasters will continue to play PSAs for up to a year or more after they are first received*). By accessing the distribution reports on our custom site, you will be able to see the *Previous Usage Index* for each media outlet—the number of times that station has previously played a PSA. You will also see estimates of how many viewers actually saw the PSAs.