

PSA Presentation 3/5/2022

In 2021 there was a P.I. advisory action taken to address the feasibility of funding PSA's on streaming platforms including but not limited to, Netflix, Hulu, and YouTube and that a report be brought back to the 2022 Conference Committee on Public Information.

At the January 29, 2022, trustees P.I. committee meeting:

The communication Services Department Coordinator initiated research on this topic. As requested the staff secretary is providing the additional research requested on active versus passive viewing of a PSA.

What is passive placement of ads?

Passive ads attract your services in seemingly small, subtle more native ways that doesn't inconvenience or overwhelm people. It involves efforts that reach people whether they know it or not, such as placing ads where they are looking anyway.

For example, placement of PSA's in the margin of a website or in between website content.

Since visitors have the option of looking at the ad or other content nearby, passive advertising doesn't feel

forced or annoying, but rather optional and expected. It makes content and opportunity available to online users through smart positioning – then waits for consumers to view the content on their own.

Where as active placement ads generally involve invading peoples personal space or time in larger, more aggressive ways. These efforts are more obvious and intrusive, so people know they are seeing ads.

Pop-ups are the most obvious example.

The person wasn't looking for the pop-up but it was put in front of them regardless. Once they see it, there's no question they're being targeted, and they must take action to remove it from their view. Either click through to see the ad or close the window.

Communication Services reviewed an RFI proposal, did a bit more research and confirmed with a vendor- -paid placement is in fact paid advertising. Anything beyond broadcast is considered Play for Pay, it is an internet/online advertising model.

The research did not find anything in the P.I. committees History & Action documents or department files stating we can not do paid advertising. In fact, we already partake in unsolicited paid email marketing/advertising for communication distribution via Campaign Monitor.

Therefore, the Communication Services Project Coordinator was recommending moving forward with broadcast (Which we are performing with Connect 360) and paid online distribution (which we have no plans to do at this time) for The PSAs known as “Wall” and “Party”.

The trustees’ discussion led to some questions that might start the conversation:

1. Does this feel like a direction that the Conference would like to try?
2. What sort of target audience demographics might be reached with this sort of PSA message?
3. What sort of messaging.

Supporting Document#1: Multi-Media search firm grid—April 2021.

CNN, Fox News, USA Today websites; WebMD; CBS Interactive; YouTube; In-app Mobile Video; Facebook; Pandora; iHeart Radio; Spotify; and Pandora El Espanol.

Prices vary significantly, depending on audience targeting and a number of other options ; \$10 - \$20k per month seems to be the general range (one service was well outside the norm \$39k)

They can customize programs and budgets and often spread over more months. Keep in mind that these are fully paid placements, it's not donated space. In all cases at the end of a campaign they will provide a detailed report including the metrics available such as video views, impressions, clicks to AA.org, etc.

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