



## Introduction

PSN Radio is the Public Service Network's channel for broadcast radio placement of 15-, 30- and 60-second public service announcements (PSAs) by government agencies and nonprofits.

The increase in public service messaging over the past 10 years has created unprecedented demand for PSA placement on radio, making those placement opportunities more difficult to secure. To meet that challenge, PSN Radio develops a customized distribution list for each client to ensure the stations contacted are the ones most likely to air the spot. To build those lists, PSN Radio takes into account station format, the station's history of PSA distribution, and other factors.

### PSN Radio Highlights

- Customized distribution
- Person-to-person placement requests
- English and Spanish stations

PSN Radio also reaches out directly to the radio networks with which it has ongoing communication to achieve a broader carriage commitment. Those networks include Clear Channel Communications, Westwood One, Radio America and Univision Radio, among others. Gaining distribution commitment at the network level is an efficient way to achieve national PSA placement.

## PSA Distribution

To achieve best possible carriage opportunities, initial pitch calls are made to your targeted 35 markets (300 stations) to request placement, prior to the nationwide distribution of the spots. This practice solidifies relationships with the stations and facilitates regular updates and feedback. PSAs are then distributed electronically to more than 6,400 radio stations.

## Tracking and Reporting

Follow-up calls are also conducted to track PSA placement and provide usage reports that include reach, frequency of airing, gross impressions and ad equivalency rates.