

# Building a Successful Public Service Marketing Campaign

Presented by Dale Matteson



M A T T E S O N M E D I A

# Recognize That Things Have Changed With The Media

FCC deregulation in the late 80's and early 90's

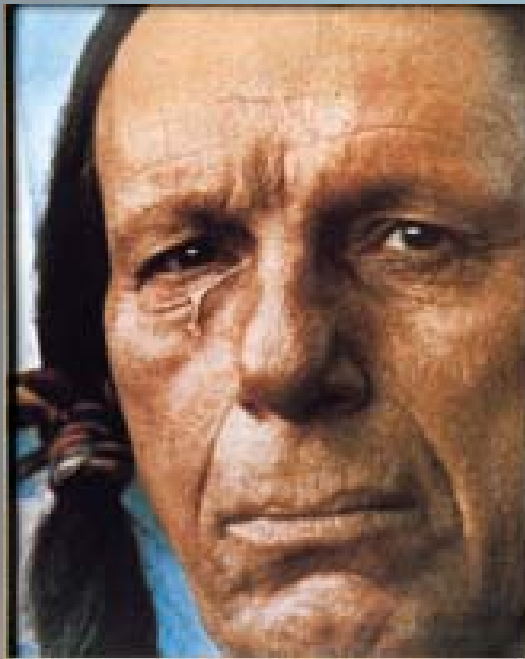
M



# Recognize That Things Have Changed With The Media

No more mandated PSA's

M



# Recognize That Things Have Changed With The Media

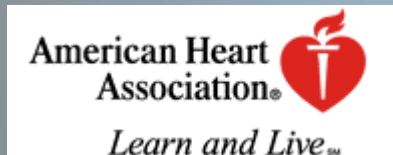
Multiple station ownership

M



# Recognize That Things Have Changed With The Media

There are lots of worthy causes



RONALD MCDONALD HOUSE CHARITIES

# Recognize That Things Have Changed With The Media

## The Good News



M

Broadcasters still have a conscience

It is still good business to serve the needs and interests of the community

# Recognize That Things Have Changed With The Media

## The Problem

Will anyone hear the message?

M

If they run your PSA, it usually runs at such awful times that no one sees or hears the message.



# Think Narrow and Deep

Define The Target Audience

Everyone is never the target

M

KNO



KYES

# Develop A Plan

Have a cash media budget...  
no matter how small

Seed Capital

M

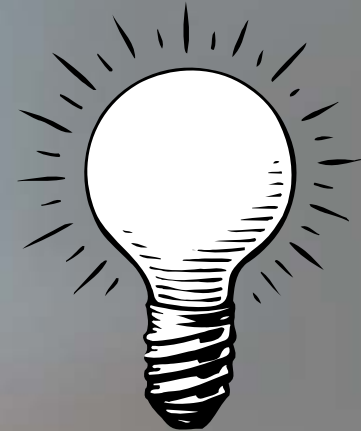


# Develop A Plan

Have an idea of what you want to do:

- Events
- Season for the campaign
- Existing strategy

M



# Develop A Plan

Be flexible...

ask the media for their ideas

- Events
- Promotions
- Associated clients or activities
- Partners

M

# Develop A Plan

## Take Inventory Of What You Can Give The Media

M

- Logo ID on printed brochures
- T-shirts
- Hats
- Recognition at events
- ETC

# Find A Partner

Offer exclusivity to:

- One TV network
- One radio station
- One print publication



M

Due to FCC deregulation, you will usually get a cluster of radio stations covering a diverse demographic spectrum and still have an exclusive.

# Find A Partner

## Cause marketing

- Identify local businesses who can help
- Underwrite
- Ask four to six businesses to match contributions
- Ask media to match total investment



M

# Say Thank You

## Recognition

- Letter
- Plaque
- Dinner



M

Right of First Refusal...

**Dance With the Ones Dat Brung Ya!!!**



# Say Thank You Again

*Thank You*



**Bedankt**

*Obrigado!*

**Gracias**

*Köszönettel*

*Merci*

*Vielen*  
**Dank**

M

# Successful Campaigns

M