

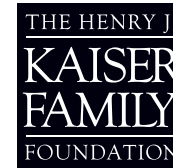
# A REPORT ON TELEVISION CONTENT

Walter Gantz, Ph.D., and Nancy Schwartz  
Indiana University

February 2002

**S H O U T I N G  
T O B E  
H E A R D**

Public Service Advertising in a New Media Age



# A REPORT ON TELEVISION CONTENT

Walter Gantz, Ph.D., and Nancy Schwartz  
Indiana University

This study was designed by staff of the Kaiser Family Foundation, in collaboration with Indiana University Professor Walter Gantz. The study was conducted by Professor Gantz and Nancy Schwartz at the University, who also prepared this report. The report was edited by Victoria Rideout of the Kaiser Foundation.

#### Acknowledgements

This study could not have been completed without the important contributions of many individuals throughout the project. The authors appreciate the efforts of Joyce Abrams, Michael Basil, Roger Cooper, Ed Fink, Rachel Gantz, Peter Gershon, and Chris Slem, all of whom supervised the collection of tapes in the seven markets used in this study. Heather Ferguson, Sam Nichols, and Leslie Schaffer carefully entered tens of thousands of lines of data. Nancy Lightfoot tirelessly contacted organizations that sponsored PSAs to help determine the financial status of their spots. Jim Potter offered suggestions that guided our intercoder reliability analyzes. Indiana University colleagues Annie Lang, Milagros Rivera Sanchez, and Herb Terry provided meaningful insights and feedback as we examined PSAs, planned data analyzes, and crafted the report. Xinye Wang skillfully managed our databases and constructed the exhibits. And, in Vicky Rideout, we had an invaluable partner at the Kaiser Family Foundation.

Finally, we wish to thank the students who dedicated a long summer to the project. They listened attentively, practiced carefully, and then diligently coded every non-programming element found in 1,680 hours of programming. For their dedication and efforts, we acknowledge: Mark Anderson, Jason Bruckman, Angela Campbell, Samantha Cleary, Sara Egli, Heather Ferguson, Scott Fisher, Rebecca Kintigh, Nate Klotterman, Marc Kravitz, Rebecca Marquis, Jason Miller, Deborah Riley, Karl Schmidt, Stephanie Squires, Jessa Stager, Beth Study, Kirma Swords, and Erin Webster.

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# INTRODUCTION

In recent years, the rapidly changing media environment has meant increasing questions about the future of public service advertising. Nonprofits are reconsidering how best to get their messages before the public, policymakers are reviewing their regulatory options, and media companies are assessing the role they want public service to play in their evolving companies. The purpose of this study is to help inform all of these processes by providing data on the amount, placement, payment for, and content of public service advertising on television today. While public service advertising can occur across a range of media – from magazines to radio to the Internet – this study focuses on television, the medium that has traditionally generated the largest amount of attention.

	acts of protection
	smile and FREE
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Decades ago, the Federal Communications Commission (FCC) defined a public service announcement (PSA) as “one for which no charge is made and which promotes programs, activities, or services of federal, state, or local governments...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] Historically, PSAs have represented a lifeline between many nonprofits and the public. Donated TV airtime has been used to address a variety of important issues, including AIDS, alcohol and drug abuse, crime and violence, drunk driving, hunger, literacy, and mentoring. It has also been used to support fund-raising drives essential to organizations dependent on the public’s largesse.

Neither broadcasters nor cable networks have ever been required to donate airtime for public service announcements. Cable networks have no regulatory requirements with regard to public service, although many donate airtime to public service announcements as part of a goodwill effort to serve their communities. Broadcasters have never had a specific requirement regarding PSAs either, although under the Communications Act of 1934, in exchange for their use of the public airwaves, they are required more generally to serve “the public interest, convenience, and necessity.” Broadcast stations may include PSAs when documenting what they have done to meet this requirement.

In addition to using donated PSA airtime to reach the public with information, nonprofits and government agencies – as well as for-profit organizations – may also purchase time to air messages that resemble PSAs. Doing so serves multiple purposes. Paid spots increase the frequency with which sponsors’ messages are aired as well as sponsors’ control over when their messages appear. In essence, paid messages address long-standing concerns among nonprofits that they receive scant and unattractive (i.e., overnight) airtime.

This study provides an in-depth assessment of public service announcements using the FCC’s definition of PSAs – community interest messages for which the airtime has been donated by the station or network. However, the study also assesses messages of a public service nature that are paid for by nonprofits, government agencies, and for-profit corporations, which the study calls paid PSAs. The study was guided by the following research questions:

- How much airtime is donated to PSAs by broadcast and cable networks?
- At what times of day are PSAs broadcast?
- How long are most PSAs?
- What topics are being covered in PSAs?
- What types of groups are sponsoring most PSAs?
- Do sponsors of PSAs represent national, regional, or local organizations? Are most PSAs designed to serve specific local communities, or are they designed to address national issues?
- What proportion of PSAs feature network stars or other celebrities?
- To whom are PSAs targeted? Are they aimed at general or specific audiences?
- How do broadcast and cable networks differ in their treatment of PSAs?
- What proportion of messages that appear to be PSAs are paid for by nonprofit organizations? Do these paid messages get better placement than those aired without payment?
- How frequently do corporations broadcast spots with PSA-like messages?

In order to address these questions, a sample of a composite week’s worth of television programming from each of 10 channels was examined (see Methodology section of Appendix A for a more detailed discussion of the methods used in this study). The channels included in the study are the major broadcast networks ABC, CBS, Fox, and NBC; the cable channels CNN, ESPN, MTV, Nickelodeon, and TNT; and the dominant Spanish-language network Univision. The sample was drawn during spring 2000, from February to July. For each channel, programming was sampled in seven different markets across the country to take into account regional differences that may exist. A total of 1,680 hours of programming was examined, and all non-programming content was coded. The topic area of every PSA was recorded, and calls were made to stations, networks, and sponsors to determine whether each spot had been paid for or whether the time had been donated.

The study uses an inclusive standard for measuring the amount of time donated to PSAs, including most community calendar announcements, network-branded campaigns featuring their own celebrities (sometimes referred to as “PSA-style promos”), and spots that are run as part of the Office of National Drug Control Policy’s requirement that stations or networks provide a “match” for every spot purchased by the ONDCP’s paid ad campaign. A total of 906 donated PSAs were found and analyzed in detail.

## SUMMARY OF FINDINGS

This report first discusses those PSAs aired on time donated by television networks or local stations then turns its attention to paid PSAs, spots for which sponsors bought time.

### DONATED PSAS

#### Amount of Time Allocated to Donated PSAs

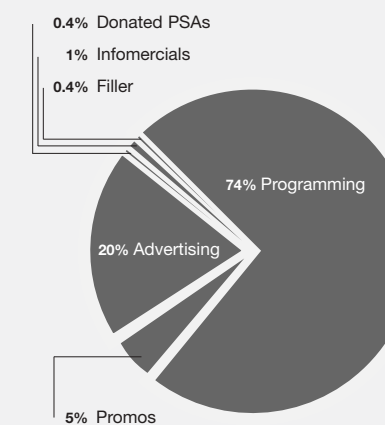
Including both cable and broadcast networks, less than one-half of 1 percent (0.4%) of all TV airtime is donated to public service advertising. By comparison, 25 percent of all airtime is spent on advertising and promos. (see Exhibit 1.)

Overall, broadcast and cable networks donate an average of 15 seconds an hour to free PSAs. Looking at broadcast separately, the study indicates that the major broadcast networks (ABC, CBS, Fox and NBC) donate an average of 17 seconds an hour to PSAs (out of an average of 17 minutes and 38 seconds an hour of non-programming content). This represents a total of about 48 minutes a week per network. Cable networks, which

have no regulatory requirement to “serve the public interest,” donate an average of seven seconds per hour (most donate five seconds an hour, while MTV contributes 16 seconds, nearly matching the average for the major broadcast networks). Univision, the dominant Spanish-language network that has both broadcast and cable outlets, tops all other networks at 48 seconds per hour.

During prime time\*, the major broadcast networks donate an average of five seconds an hour to PSAs. Cable networks donate an average of eight seconds an hour during prime time, while Univision provides 49 seconds.

EXHIBIT 1. Proportion of Time Networks Devote to:



\*For most of the country, prime time runs from 8 PM to 11 PM Monday through Saturday and from 7 PM to 11 PM on Sunday. In some parts of the country, prime time runs one hour earlier each night.

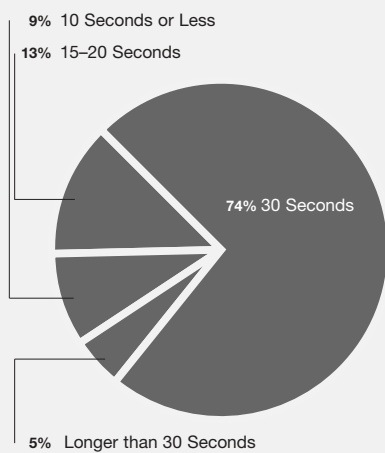
**Time of Day of Donated Public Service Advertising**

This study confirms that a large portion of donated public service advertising occurs during late-night programming. Forty-three percent of all time donated to PSAs is during the hours between midnight and 6 AM. Nine percent of donated airtime is in prime time.

**Length of Donated PSAs**

Three out of four PSAs (74%) aired for free on TV are 30-second spots. Twenty-two percent are 20 seconds or less, while 5 percent are longer than 30 seconds. (see Exhibit 2.) On the major broadcast networks, about half (56%) of all spots are 30 seconds long. Thirty-seven percent are 20 seconds or less, including 18 percent that are 10 seconds or less. Seven percent are longer than 30 seconds (all of those recorded during this study were 60-second spots).

EXHIBIT 2. Length of Donated PSAs



**Network and Station Role in Donated PSAs**

Among all donated PSAs, 19 percent have a media company as their only sponsor, and an additional 16 percent include a media partner as one of a group of sponsors (usually the TV station or networks but occasionally another local media company such as a newspaper). Sixteen percent of all donated PSAs feature a network personality. On the major broadcast networks, 25 percent of all donated PSAs feature their own celebrities.

**Local vs. National Orientation of Donated PSAs**

Overall, 22 percent of all donated PSAs are locally vs. nationally oriented; on the affiliates of the major broadcast networks, 33 percent are local. NBC has the highest proportion of locally oriented PSAs (46%).

**Issues Covered by Donated Public Service Advertising**

About one out of every three donated PSAs (37%) addresses a child-related issue in some manner, whether it be an ad on health care, parenting, education, mentoring, or some other topic. In addition to looking at whether or not each spot addresses a children's issue, the study also identifies the primary topic area for each spot, whether it addresses a children's issue or not. This examination reveals that approximately one out of every four PSAs (27%) is on a health-related topic. Eight percent of all PSAs are on alcohol and drug abuse; 5 percent are on HIV/AIDS (both subjects are considered health-related). Most of the AIDS-related spots occurred on MTV; the network devotes a third (35%) of its donated airtime to spots on this topic.

**PAID PSAS**

In addition to the time networks and stations donate for PSAs, many groups also buy advertising time to run public service messages and some corporations have begun buying time for PSA-style spots with their own branding. Buying time for public service messages appears to be a significant phenomenon. Of all public service messages being aired, just over a third (36%) are paid for. While the previous findings all concern donated PSAs, this section discusses findings regarding paid PSAs only.

**Amount of Time and Time of Day Devoted to Paid PSAs**

Sponsors buy an average nine seconds an hour of ad time for paid PSAs per network. Most of the airtime for paid PSAs is bought on the major broadcast stations (11 seconds an hour, compared with six seconds an hour on cable). Groups buying time for their PSAs get considerably better placement than those depending on donated time: just 18 percent of paid PSAs are run between midnight and 6AM (compared with 43 percent of donated spots). Viewers of the major broadcast networks are twice as likely to see a paid PSA in prime time (an average of 10 seconds an hour) than a donated one (five seconds an hour).

The creation of public service messages by for-profit corporations (for example, Philip Morris running a spot on domestic violence) does not appear to be a very significant phenomenon; this study found just one second an hour on average devoted to such messages.

**Topics of Paid PSAs**

For the most part, paid PSAs focus on similar issue areas as donated spots: 39 percent of all paid PSAs are on health issues, 11 percent are for fund-raising, 9 percent are on community issues, and 7 percent are on crime or violence.

On the other hand, certain subjects received a significant amount of paid advertising time but little donated time. For example, 1 percent of all donated PSAs are on smoking, an average of just 19 seconds a week per channel. By contrast, 17 percent of all paid PSAs are on smoking, an average of 4:27 a week per channel.

The ONDCP's match program seems to have helped prevent this displacement of donated spots from happening on the issue of alcohol and drug abuse, where there is an average of 2:55 minutes per channel of paid ad time and 3:16 minutes of donated time each week. (Eight percent of all donated PSAs were on alcohol or drug abuse; 3 percent of all donated PSAs were part of the match program.)

## SUMMARY OF METHODOLOGY

Content analysis is a systematic, objective, and quantitative method long used to examine recorded communication content (Berelson, 1952; Kerlinger, 1964). It is extensively used to describe manifest and latent messages, including those found in newspapers and newscasts, magazines, television and radio programs, and Web pages and e-mail messages. Investigators relied on this approach to address the research questions of this study, supplementing the analysis of content with telephone calls and letters to stations, cable franchises, and sponsors in order to determine whether PSAs were paid or unpaid.

For this study, a sample of a composite week's worth of television programming from each of 10 channels was examined (a detailed description of the methodology can be found in Appendix A). The channels included in the study are the major broadcast networks ABC, CBS, Fox, and NBC; the cable channels CNN, ESPN, MTV, Nickelodeon, and TNT; and the dominant Spanish-language network Univision. Four of the cable networks were chosen to reflect distinctive programming genres and/or viewing audiences: CNN for news, ESPN for sports, MTV for popular music videos, and Nickelodeon for children's programming. At the time the selections were made, each of these cable networks garnered the largest ratings for its genre on cable. TNT, the remaining cable network, was chosen because it was then the most highly rated and most widely available non-niche cable channel.

For each channel, programming was sampled in seven different markets across the country to take into account regional differences that may exist. All non-programming content was coded. Market selections were based on two criteria: market size and geographic location. The study sought large (i.e., top 20 designated market area) markets that also reflected the diverse geographic and ethnographic landscape of the United States. With this in mind, the authors selected Atlanta, Chicago, Dallas, Denver, Los Angeles, New York, and Seattle.

A total of 1,680 hours of television content was examined; this included 906 donated PSAs and 520 paid PSAs. The bulk of the sample was drawn between February 28 and May 14, 2000. A total of 77 hours of content (5 percent of the sample) was retaped due to mechanical or other error, stretching the sampling frame through July 19, 2000. Appendix B contains a complete list of the dates and times programming was taped on each network.

All of the television content was examined, and all non-programming content was identified (advertising, promos, infomercials, and so on). All coding was conducted by a group of trained coders whose performance was systematically monitored to ensure strong intercoder reliability. The topic area of every PSA was recorded, and calls were made to stations, networks, and sponsors to determine whether each spot had been paid for or whether the time had been donated. Other detailed analyses were conducted for donated and paid PSAs: the study coded the name and type of sponsoring organization(s), whether the spot had a local or national focus, the age of the primary target audience, whether the message related to a children's issue, the primary topic area covered, the use and identification of celebrities, and whether or not there was a provision for viewer follow-up.

One step was to determine whether or not a spot was related to a children's issue, regardless of the specific topic it addressed. Children's issues were defined as those that primarily concern the well-being of young people up to 18 years of age. These included talking to children about sex or drugs, making schools safe, lead poisoning, summer camp for children with AIDS, mentoring kids, birth defects, prenatal care, and homelessness among children in developing nations.

In addition to identifying whether or not a spot was related to a children's issue, the study also used a two-tiered category system to code the primary topic associated with every spot, whether it addressed a children's issue or not. The first tier contains 14 categories, each of which serves as an umbrella for the more detailed and focused clusters of categories used in the second tier. The second tier includes 108 categories. Although each spot was coded at the second-tier level, the study's results focus, with the exception of spots on health-related issues, on first-tier categories. The 14 first-tier categories are described in detail in the discussion of methodology in Appendix A, while Appendix C contains a list of all second-tier categories.

The study uses an inclusive standard for measuring the amount of time donated to PSAs, including most community calendar announcements, network-branded campaigns featuring networks' own celebrities (sometimes referred to as "PSA-style promos"), and spots that are run for free as part of the Office of National Drug Control Policy's requirement that stations and networks provide a "match" for every spot purchased for the ONDCP's paid ad campaign.

## RESULTS

### ADVERTISING AND OTHER NON-PROGRAMMING CONTENT

Across networks, slightly more than one in four minutes (15:35) is devoted to non-programming content. (see Exhibit 3.) This represents 26 percent of each hour. (see Exhibit 4.) Cable networks have fewer minutes per hour of non-programming content (14:22/hour) than do the major broadcast networks (17:38/hour). Non-programming time ranges from 12:37 per hour on Nickelodeon to 18:16 per hour on CBS – or from 21 percent to 30 percent of each hour.

Advertisements dominate non-programming time. Across networks, 11:45 per hour are devoted to paid ads. This represents 20 percent of each hour, one minute of advertising for every four minutes of programming. Cable networks devote substantially less time to advertising (11:40/hour) than do the major broadcast networks (13:12/hour).

EXHIBIT 3. Minutes per Hour of Non-Programming Content, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Ads	13:44	13:19	12:07	13:38	12:58	11:43	13:01	9:32	11:07	6:23	13:12	11:40	11:45
Promos	2:16	2:06	2:36	2:31	1:30	2:15	3:19	2:26	2:16	5:53	2:22	2:21	2:43
Donated PSAs	0:22	0:14	0:17	0:14	0:05	0:05	0:16	0:05	0:05	0:48	0:17	0:07	0:15
Filler	0:20	0:12	0:07	0:15	0:25	0:02	0:01	0:14	0:03	0:30	0:13	0:09	0:13
Infomercials	1:24	2:26	2:16	0:08	0:00	0:00	0:00	0:19	0:00	0:00	1:34	0:04	0:39
Total	18:06	18:16	17:23	16:46	14:58	14:05	16:37	12:37	13:31	13:34	17:38	14:22	15:35

note: Totals don't always reflect the summative contributions of individual items due to rounding error.

EXHIBIT 4. Of All Airtime, the Proportion Devoted to Non-Programming Content, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Ads	23%	22%	20%	23%	22%	20%	22%	16%	19%	11%	22%	19%	20%
Promos	4%	4%	4%	4%	3%	4%	6%	4%	4%	10%	4%	4%	5%
Donated PSAs	1%	*	*	*	*	*	*	*	*	1%	*	*	*
Filler	1%	*	*	*	1%	*	*	*	*	1%	*	*	*
Infomercials	2%	4%	4%	*	0%	0%	0%	1%	0%	0%	3%	*	1%
Total	30%	30%	29%	28%	25%	23%	28%	21%	23%	23%	29%	24%	26%

\* Above zero but less than 0.5%

note: Totals don't always reflect the summative contributions of individual items due to rounding error.

Almost all of the time devoted to advertisements is for product and service ads. Product and service ads average 11:21 per hour across networks and represent 97 percent of the time given to all ads. (see Exhibits 5 and 6.) Paid PSAs and paid corporate PSAs (CPSAs) collectively contribute nine seconds per hour to the time given to ads. Government ads account for an additional seven seconds per hour. Collectively, corporate image, issue advocacy, and political ads account for six seconds per hour. The proportion of advertising time devoted to each of these types of messages does not vary markedly across networks.

In addition to paid ads, there is an average of 39 seconds per hour of infomercials and 13 seconds per hour of filler. (see Exhibit 3.) Infomercials are most frequently found on the major broadcast networks, averaging 1:34 per hour. The corresponding figure for the cable networks is four seconds per hour. Only one cable network (Nickelodeon) featured infomercials during the composite week studied.

The amount of time per hour devoted to non-programming content varies throughout the day. (see Exhibit 7.) Across each six-hour block, the major broadcast networks present more non-programming content than do cable networks. The greatest disparity occurs between midnight and 6 AM, where the figures are 19:07 per hour for ABC, CBS, Fox, and NBC and 14:32 for CNN, ESPN, MTV, Nickelodeon, and TNT. During prime time, the major broadcast networks air 15:47 of non-programming content per hour; the corresponding figure for the cable networks in the study is 14:24.

**DONATED PSAs**

Time devoted to non-programming content does not vary meaningfully from one day to another or, more broadly, from weekdays to weekends. (see Exhibit 8.) The only non-programming element to change from weekdays to weekends is infomercials. These increase from 20 seconds per hour on weekdays to 1:27 per hour on weekends.

Market location also has little impact on the amount of time given to non-programming content. A total of 1:16 per hour separates Chicago, the market with the most non-programming content, from Dallas, the market with the least. (see Exhibit 9.)

**Amount of time donated to free PSAs**  
Including broadcast and cable networks, less than one-half of 1 percent (0.4%) of all TV airtime is donated to public service advertising. By comparison, 25 percent of all airtime is spent on advertising and promos. (see Exhibits 3 and 4.)

Overall, broadcast and cable networks donate an average of 15 seconds an hour to free PSAs. Looking at broadcast separately, the study indicates that the major broadcast networks (ABC, CBS, Fox, and NBC) donate an average of 17 seconds an hour to donated PSAs (out of an average of 17 minutes and 38 seconds an hour of non-programming content). This represents a total of about 48 minutes a week per network. Cable networks, which have no

regulatory requirement to "serve the public interest" and which also tend to have a smaller amount of non-programming content overall, donate an average of seven seconds per hour (most donate five seconds an hour, while MTV contributes 16 seconds, nearly matching the average for the major broadcast networks). Univision, the dominant Spanish language network that has both broadcast and cable outlets, tops all other networks at 48 seconds per hour.

During prime time, the major broadcast networks donate an average of five seconds an hour to PSAs. Cable networks donate an average of eight seconds an hour during prime time, while Univision provides 49 seconds.

**EXHIBIT 5. Minutes per Hour of Specific Categories of Advertising, by Network**

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Product/Service	13:10	12:50	11:47	13:03	12:37	11:24	12:24	9:25	10:49	5:59	12:42	11:20	11:21
Corporate Image	0:05	0:04	0:01	0:08	0:06	0:06	0:01	0:00	0:03	0:01	0:04	0:03	0:03
Issue Advocacy	0:02	0:01	0:01	0:01	0:06	0:00	0:01	0:00	0:01	0:00	0:01	0:02	0:01
Political	0:02	0:08	0:01	0:05	0:01	0:00	0:00	0:00	0:01	0:01	0:04	0:00	0:02
Government	0:09	0:06	0:08	0:06	0:00	0:09	0:20	0:03	0:04	0:09	0:07	0:07	0:07
Paid PSAs and CPSAs	0:14	0:10	0:10	0:13	0:06	0:03	0:15	0:04	0:08	0:12	0:12	0:07	0:09

**EXHIBIT 6. Of All Advertising Time, the Proportion Devoted to Specific Categories of Advertising, by Network**

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Product/Service	96%	96%	97%	96%	98%	98%	95%	99%	98%	94%	96%	97%	97%
Corporate Image	1%	*	*	1%	1%	1%	*	*	*	*	1%	*	*
Issue Advocacy	*	*	*	*	1%	*	*	0%	*	0%	*	*	*
Political	*	1%	*	1%	*	*	0%	*	*	*	*	*	*
Government	1%	1%	1%	1%	*	1%	3%	*	1%	2%	1%	1%	1%
Paid PSAs and CPSAs	2%	1%	1%	2%	1%	*	2%	1%	1%	3%	1%	1%	1%

\* Above zero but less than 0.5%

**EXHIBIT 7. Minutes per Hour of Non-Programming Content, by Time of Day and by Network**

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks	Proportion for All Networks
Midnight – 6 AM	20:33	20:06	19:43	16:05	14:13	15:16	15:48	14:29	12:56	13:26	19:07	14:32	16:16	26%
6 AM – Noon	17:14	17:24	18:07	17:34	15:24	14:21	16:47	11:03	13:32	12:42	17:35	14:13	15:25	25%
Noon – 6 PM	17:56	19:15	15:38	17:06	15:53	13:21	17:08	11:06	13:59	14:09	17:29	14:17	15:33	25%
6 PM – Midnight	16:41	16:20	16:05	16:17	14:23	13:23	16:45	13:48	13:38	13:58	16:21	14:23	15:08	24%
Prime Time	16:17	15:36	15:22	15:55	13:51	13:14	17:17	13:49	13:49	14:29	15:47	14:24	14:58	24%

**EXHIBIT 8. Minutes per Hour of Non-Programming Content, by Day of Week**

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekdays	Weekends
Ads	10:41	11:44	12:03	11:38	12:01	12:26	11:43	11:59	11:12
Promos	2:41	2:30	2:46	2:48	2:51	2:41	2:42	2:43	2:42
Donated PSAs	0:22	0:15	0:15	0:14	0:16	0:13	0:11	0:14	0:16
Filler	0:10	0:14	0:16	0:15	0:10	0:11	0:14	0:13	0:12
Infomercials	1:34	0:31	0:14	0:29	0:29	0:00	1:19	0:20	1:27
Total	15:28	15:14	15:34	15:24	15:46	15:32	16:09	15:30	15:49

note: Totals don't always reflect the summative contributions of individual items due to rounding error.

**EXHIBIT 9. Minutes per Hour of Non-Programming Content by Market**

	Atlanta	Chicago	Dallas	Denver	Los Angeles	New York	Seattle
Ads	11:38	11:28	11:55	12:04	12:13	11:39	11:21
Promos	2:51	2:39	2:36	2:29	2:23	2:51	3:12
Donated PSAs	0:17	0:14	0:13	0:14	0:14	0:13	0:20
Filler	0:14	0:12	0:11	0:15	0:09	0:14	0:15
Infomercials	0:14	1:46	0:07	0:18	0:58	0:14	0:55
Total	15:14	16:18	15:02	15:19	15:56	15:12	16:03

note: Totals don't always reflect the summative contributions of individual items due to rounding error.

**Time of Day of Donated PSAs**

Analyzing the day parts in which donated PSAs are run is particularly salient for nonprofits, which have long been concerned that PSAs are disproportionately placed during the overnight hours when there are relatively few viewers in the audience. Dedication of time to PSAs does vary by time of day. (see Exhibit 10.) Forty-three percent of all donated PSAs are run during the overnight time period from midnight to 6 AM, while 9 percent are run during prime time.

During prime time, the networks average 11 seconds per hour of donated PSAs overall. As mentioned above, the major broadcast networks donate five seconds an hour, while cable networks average eight seconds an hour, and Univision provides 49

seconds during prime time. By contrast, there is an average of 26 seconds per hour of donated PSAs between midnight and 6 AM. Differences are most pronounced with the major broadcast networks, which offer 42 seconds per hour between midnight and 6 AM, more than eight times the amount offered between 6 PM and midnight. The amount of time devoted to donated PSAs on the cable channels is unaffected by time of day.

**Length of Donated PSAs**

Most (74%) of the donated PSAs aired across networks are 30-second spots. (see Exhibit 11.) Twenty-two percent are no more than 20 seconds long. Differences between the major broadcast networks and the cable networks are dramatic. An overwhelming majority (86%) of the donated PSAs on cable networks are 30 seconds long. In contrast, only slightly more than half (56%) of those on ABC, CBS, NBC, and Fox are that length, although 7 percent are 60 seconds long. Among the major broadcast networks, one in three donated PSAs (37%) is 20 seconds or less.

**Day of Week and Market Variations in Donated PSAs**

This set of analyzes looks at differences based on day of the week and market in which donated PSAs are aired (seven top-20 markets were studied). Time given to donated PSAs does not change appreciably between weekdays and weekends. (see Exhibit 8.) Market location has a modest impact on the amount of time donated to PSAs. (see Exhibit 9.) Among those markets studied, Dallas devotes the least time to donated PSAs. At 13 seconds per hour, this represents 1.4 percent of non-programming time in Dallas. Seattle's 20 seconds per hour of donated PSAs tops the list of the markets reviewed and is a 50 percent increase over Dallas. Nonetheless, Seattle's 20 seconds per hour represents no more than 2.1 percent of the time devoted to non-programming content in that market.

**Sponsorship of Donated PSAs**

Almost all product and service ads are sponsored by a single organization, be it Nike, Ford, IBM, Coca-Cola, or a local for-profit. In contrast, PSAs frequently represent the collaborative activities and interests of several sponsors. Given the service dimension of PSAs, sponsors are not competing with one another as is often the case with product and service ads, making PSAs more appropriate for multiple sponsor efforts. Most (65%) of the donated PSAs recorded in this study were sponsored by a single organization, while 35 percent were sponsored by two or more groups.

Nonprofit organizations are the most common sponsors of donated PSAs. Almost two-thirds of all time donated to PSAs feature a nonprofit as a sponsor or cosponsor. (Exhibit 12.) One in three donated PSA minutes is sponsored or cosponsored by

a media company, while one in five is sponsored or cosponsored by a government agency. For-profit companies sponsor or cosponsor 7 percent of all donated PSA time.

Local and regional organizations are much less likely than national groups to sponsor or cosponsor donated PSAs. Local or regional media sponsor or cosponsor 17 percent of all donated PSA time, nonprofits 15 percent of the time, local or state government 5 percent of the time, and for-profits 2 percent of the time.

Coders identified 373 different organizations that sponsored or cosponsored the 906 donated PSAs in the composite week sample of programming in this study. The five organizations that sponsored or cosponsored the most donated PSAs in this study are the Advertising Council, Univision, the Partnership for a Drug Free America, MTV, and the Kaiser Family Foundation. The Ad Council is a cosponsor on 14 percent of all donated PSAs. Three percent of all donated PSAs are part of the ONDCP's match program.

**Issue Areas Covered by Donated PSAs**

**Coverage of children's issues:** Slightly more than one third (37%) of all donated PSAs address children's issues in some manner, ranging from spots on prenatal care to mentoring to summer camps. (see Exhibit 13.) These spots include some, but not all, of the donated PSAs that are actually directed to child viewers. Broadcast and cable networks are equally likely to cover these issues, although there is some variation across individual networks. At 20 percent, MTV has the smallest proportion of donated PSAs addressing children's issues. Nonprofit sponsors or MTV decision-makers may have considered MTV's audience to be slightly too old – as well as somewhat too young (i.e., not yet parents) – to be interested in these messages.

EXHIBIT 10. Minutes per Hour of Donated PSAs, by Time of Day and by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks	Proportion for All Networks
Midnight – 6 AM	0:44	0:41	0:42	0:40	0:05	0:04	0:10	0:04	0:02	1:08	0:42	0:05	0:26	43%
6 AM – Noon	0:20	0:03	0:13	0:07	0:04	0:09	0:18	0:06	0:05	0:42	0:11	0:09	0:13	21%
Noon – 6 PM	0:15	0:06	0:11	0:05	0:07	0:02	0:20	0:04	0:06	0:31	0:09	0:08	0:11	18%
6 PM – Midnight	0:09	0:04	0:03	0:04	0:01	0:06	0:16	0:06	0:07	0:49	0:05	0:07	0:11	18%
Prime Time	0:11	0:04	0:03	0:03	0:00	0:06	0:15	0:08	0:09	0:49	0:05	0:08	0:11	9%

EXHIBIT 11. Length of Donated PSAs, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
5 Seconds	1%	0%	1%	2%	0%	0%	0%	0%	3%	0%	1%	*	1%
10 Seconds	17%	20%	15%	14%	4%	0%	0%	0%	3%	*	17%	1%	8%
15 Seconds	17%	6%	8%	13%	0%	19%	2%	6%	19%	4%	12%	8%	9%
20 Seconds	15%	1%	5%	4%	0%	0%	0%	3%	0%	1%	7%	*	4%
30 Seconds	43%	63%	68%	58%	96%	81%	87%	90%	72%	93%	56%	86%	74%
40 Seconds	0%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0%	4%	1%
60 Seconds	7%	10%	3%	9%	0%	0%	0%	0%	3%	1%	7%	*	4%

\* Above zero but less than 0.5%

EXHIBIT 12. Proportion of Donated PSA Time Sponsored by Various Types of Sponsors

	Single-Sponsor PSAs	Cosponsored PSAs	All PSAs
National Nonprofit	46%	68%	54%
Regional Nonprofit	3%	5%	3%
Local Nonprofit	7%	20%	12%
Any Nonprofit	56%	80%	64%
Federal Government	12%	20%	15%
State Government	2%	2%	2%
Local Government	1%	6%	3%
Any Government	16%	27%	20%
National For-Profit	1%	15%	6%
Regional For-Profit	0%	3%	1%
Local For-Profit	0%	4%	1%
Any For-Profit	1%	18%	7%
National Media	18%	14%	17%
Regional Media	0%	0%	0%
Local Media	9%	32%	17%
Any Media	28%	44%	33%

note: Percentages for Cosponsored PSAs and All PSAs categories not summative because of overlap within categories.

EXHIBIT 13. Proportion of Donated PSAs Related to Children's Issues, by Network

	Proportion of PSAs
ABC	43%
CBS	34%
FOX	34%
NBC	35%
CNN	52%
ESPN	56%
MTV	20%
NICK	39%
TNT	39%
UNIVISION	37%
Major Broadcast Networks	37%
Cable Networks	35%
All Networks	37%

**Health issues:** In addition to looking at the proportion of spots that address children's issues, the study also coded the primary issue area for each spot (including those on children's issues, which may have had a primary focus on health care, education, or some other topic). While the preceding sections of this report offer comparisons based on per-hour data, in this section the data are presented in terms of minutes of coverage per week. For most content categories, the per-hour totals approach zero. Thus, data cannot be presented here in a way that mirrors the study's coverage of all non-programming elements.

Health issues receive the lion's share of the small amount of time given to donated PSAs, 11:28 of coverage a week per network, 27 percent of the time given to donated PSAs. (see Exhibits 14 and 15.) The major broadcast networks dedicate nearly twice the time to health issues as do their cable counterparts (10:25 to 5:25 per network/week). Univision offers 45:55 of donated health-related PSAs in a week, 34 percent of the time that network devotes to PSAs; MTV has the second-highest number of minutes of donated health PSAs a week (23), and devotes the largest proportion of all its donated PSAs to health (52%).

Two sub-areas within health dominate the donated PSAs devoted to this broad area. (see Exhibits 16 and 17.) Diseases (i.e., a variety of cancers, heart conditions, Alzheimer's, stroke, osteoporosis) receive an average of 3:24 of airtime for the week, 8 percent of all donated PSAs. Alcohol and drug abuse receive an average of 3:16 of coverage per network, an additional 8 percent of all donated PSAs.

The major broadcast networks offer an average of 3:13 per week of donated PSAs on diseases, considerably more than the 0:33 found on the cable networks. They also offer 1:41 of free PSAs on alcohol and drug abuse, about as much on a per-network basis as the cable networks (1:46) devote to the topic. Most of the coverage for diseases and for alcohol and drug abuse is found on Univision, which features 18:25 on diseases and 17:00 on alcohol and drug abuse. MTV leads the cable networks with its coverage of both issues, with 6:00 for alcohol and drug abuse and 1:30 for diseases.

About two minutes (1:59) of donated PSAs on each network are dedicated to HIV/AIDS over the course of a week (5 percent of all donated PSAs). MTV, the only cable network providing donated PSA coverage of HIV/AIDS, offers 15:30 on the issue. The four major broadcast networks average 0:49 on the topic.

**EXHIBIT 14. Minutes per Week of Donated PSAs in Specific Issue Areas, by Network**

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Animal Rights	0:30	0:00	0:30	0:00	0:00	0:00	0:00	0:00	0:00	0:30	0:15	0:00	0:09
Civics	0:25	0:30	1:35	1:15	0:00	0:15	15:00	0:00	0:15	21:45	0:56	3:06	4:06
Community	15:35	2:50	4:15	8:15	2:00	3:15	0:30	1:30	2:30	2:30	7:44	1:57	4:19
Education	1:50	0:25	3:30	1:30	0:30	1:00	2:30	2:00	0:10	4:40	1:49	1:14	1:49
Environment	1:40	1:30	3:15	1:30	0:00	0:30	0:00	3:30	0:30	6:00	1:59	0:54	1:51
Family & Social Concerns	7:00	1:10	2:00	2:50	1:30	3:00	0:00	0:00	2:15	14:35	3:15	1:21	3:26
Fund-Raising	7:30	6:45	4:00	5:45	2:40	1:00	2:30	0:30	4:00	2:00	6:00	2:08	3:40
Government Services	0:00	2:30	1:20	1:30	0:00	0:00	0:00	0:00	0:00	0:00	1:20	0:00	0:32
Health	6:55	12:50	16:45	5:10	0:00	1:15	23:00	0:30	2:20	45:55	10:25	5:25	11:28
Human Rights	1:00	0:20	0:00	1:00	0:00	0:00	0:00	0:00	0:00	2:30	0:35	0:00	0:29
Safety	0:45	0:30	3:30	3:00	1:00	1:00	0:00	2:00	0:45	3:30	1:56	0:57	1:36
Training	0:00	0:00	0:00	0:00	0:30	0:00	0:00	0:00	0:30	0:00	0:00	0:12	0:06
Violence/Crime	2:20	2:40	3:40	1:10	0:00	0:00	0:00	0:00	0:00	7:30	2:28	0:00	1:44
Volunteerism	12:30	4:25	3:20	3:40	0:00	1:15	0:00	3:30	0:10	3:30	5:59	0:59	3:14
Consumer Guides	0:45	0:00	0:00	0:00	0:00	0:00	0:00	0:20	0:00	0:00	0:11	0:04	0:07
Other	3:35	2:40	0:30	0:30	4:00	2:00	1:00	1:00	1:00	18:30	1:49	1:48	3:29
<b>Total</b>	<b>62:20</b>	<b>39:05</b>	<b>48:10</b>	<b>37:05</b>	<b>12:10</b>	<b>14:30</b>	<b>44:30</b>	<b>14:50</b>	<b>14:25</b>	<b>133:25</b>	<b>46:40</b>	<b>20:05</b>	<b>42:03</b>

note: Totals don't always reflect the summative contributions of individual items due to rounding error.

**EXHIBIT 15. Of All Donated PSAs, the Proportion in Specific Issue Areas, by Network**

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Animal Rights	1%	0%	1%	0%	0%	0%	0%	0%	0%	*	1%	0%	*
Civics	1%	1%	3%	3%	0%	2%	34%	0%	2%	16%	2%	15%	10%
Community	25%	7%	9%	22%	16%	22%	1%	10%	17%	2%	17%	10%	10%
Education	3%	1%	7%	4%	4%	7%	6%	13%	1%	3%	4%	6%	4%
Environment	3%	4%	7%	4%	0%	3%	0%	24%	3%	4%	4%	4%	4%
Family & Social Concerns	11%	3%	4%	8%	12%	21%	0%	0%	16%	11%	7%	7%	8%
Fund-Raising	12%	17%	8%	16%	22%	7%	6%	3%	28%	1%	13%	11%	9%
Government Services	0%	6%	3%	4%	0%	0%	0%	0%	0%	0%	3%	0%	1%
Health	11%	33%	35%	14%	0%	9%	52%	3%	16%	34%	22%	27%	27%
Human Rights	2%	1%	0%	3%	0%	0%	0%	0%	0%	2%	1%	0%	1%
Safety	1%	1%	7%	8%	8%	7%	0%	13%	5%	3%	4%	5%	4%
Training	0%	0%	0%	0%	4%	0%	0%	0%	3%	0%	0%	1%	*
Violence/Crime	4%	7%	8%	3%	0%	0%	0%	0%	0%	6%	5%	0%	4%
Volunteerism	20%	11%	7%	10%	0%	9%	0%	24%	1%	3%	13%	5%	8%
Consumer Guides	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	*	*	*
Other	6%	7%	1%	1%	33%	14%	2%	7%	7%	14%	4%	9%	8%

\* Above zero but less than 0.5%  
note: Proportions don't always add to 100% due to rounding error.

**EXHIBIT 16. Minutes per Week of Donated PSAs on Specific Health Topics, by Network**

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Alcohol & Drug Abuse	2:50	1:30	2:05	0:20	0:00	1:00	6:00	0:30	1:20	17:00	1:41	1:46	3:16
Smoking	1:00	0:10	0:00	0:00	0:00	0:00	0:00	0:00	0:00	2:00	0:18	0:00	0:19
STDs	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
HIV/AIDS	0:10	2:30	0:35	0:00	0:00	0:00	15:30	0:00	0:00	1:00	0:49	3:06	1:59
Diseases	1:45	5:10	5:05	0:50	0:00	0:15	1:30	0:00	1:00	18:25	3:13	0:33	3:24
Services	0:10	0:30	3:30	2:00	0:00	0:00	0:00	0:00	0:00	1:30	1:33	0:00	0:46
Sex	0:45	1:00	2:45	1:00	0:00	0:00	0:00	0:00	0:00	2:00	1:23	0:00	0:45
Health Insurance	0:00	0:30	0:30	0:30	0:00	0:00	0:00	0:00	0:00	0:00	0:23	0:00	0:09
Wellness	0:15	1:30	2:15	0:30	0:00	0:00	0:00	0:00	0:00	4:00	1:08	0:00	0:51
<b>Total</b>	<b>6:55</b>	<b>12:50</b>	<b>16:45</b>	<b>5:10</b>	<b>0:00</b>	<b>1:15</b>	<b>23:00</b>	<b>0:30</b>	<b>2:20</b>	<b>45:55</b>	<b>10:25</b>	<b>5:25</b>	<b>11:28</b>

note: Totals don't always reflect the summative contributions of individual items due to rounding error.

**EXHIBIT 17. Of All Donated PSAs, the Proportion on Specific Health Topics, by Network**

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Alcohol & Drug Abuse	5%	4%	4%	1%	0%	7%	13%	3%	9%	13%	4%	9%	8%
Smoking	2%	*	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%
STDs	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
HIV/AIDS	*	6%	1%	0%	0%	0%	35%	0%	0%	1%	2%	15%	5%
Diseases	3%	13%	11%	2%	0%	2%	3%	0%	7%	14%	7%	3%	8%
Services	*	1%	7%	5%	0%	0%	0%	0%	0%	1%	3%	0%	2%
Sex	1%	3%	6%	3%	0%	0%	0%	0%	0%	1%	3%	0%	2%
Health Insurance	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	*
Wellness	*	4%	5%	1%	0%	0%	0%	0%	0%	3%	2%	0%	2%
<b>Total</b>	<b>11%</b>	<b>33%</b>	<b>35%</b>	<b>14%</b>	<b>0%</b>	<b>9%</b>	<b>52%</b>	<b>3%</b>	<b>16%</b>	<b>34%</b>	<b>22%</b>	<b>27%</b>	<b>27%</b>

\* Above zero but less than 0.5%  
note: Totals don't always reflect the summative contributions of individual items due to rounding error.

Donated PSAs devoted to other sexual health issues (i.e., abstinence, condom use, pregnancy prevention, healthy practices while pregnant), wellness strategies (i.e., the importance of eating well, engaging in exercise, brushing one's teeth), and services for those with terminal illnesses receive a modicum of coverage on the major broadcast networks but no coverage on any cable network.

Forty-one percent of all donated PSAs related to health are run during the overnight hours, while 10 percent run in prime time. (see Exhibit 18.)

**Other Issues**

No other issue area received more than five minutes of coverage per network for the composite week. Two issues received four minutes: community organizations and events, including community calendars (4:19; 10 percent of all donated PSAs), and civics (4:06; 10%). Three other issue areas received at least three minutes of coverage each week: fund raising (3:40; 9 percent of all donated PSAs), family and social concerns (3:26; 8 percent of all donated PSAs) and volunteerism (3:14; 8 percent of donated PSAs). Issues addressed less frequently include education, environment, safety, and crime and violence.

The major broadcast networks offer more frequent coverage of volunteerism than do the cable networks. These networks also feature more donated PSAs about violence and crime; the cable networks in the study offer none. On the other hand, cable networks, led almost entirely by MTV, have more coverage of civics than do the major broadcast networks. (For that issue, Univision sets the standard, with 21:45 minutes of coverage.)

**Local vs. National Orientation of Donated PSAs**

A large majority (78%) of donated PSAs could air anywhere in the country. (see Exhibit 19.) These spots feature issues salient across the country without local personalities or geographically specific elements embedded in the messages. Twenty-two percent of donated PSAs are specific to certain locations, featuring issues, events, locations, or personalities particularly germane to viewers in that market. These messages cut across issue areas. A sizable proportion (35%) of the locally produced donated PSAs are community calendar spots.

Cable networks tend to make greater use of national PSAs than do the major broadcast networks (80 percent to 67 percent). Two factors may contribute to this: network affiliates may have stronger and more responsive community relations departments, and it may be easier to place local PSAs on network affiliates than on franchise operations for cable networks.

There is also considerable variance across networks. Almost all of the donated PSAs on MTV (95%) and Univision (94%) are national in scope. On CNN, on the other hand, more than half (56%) are local.

**Target Audience of Donated PSAs**

Most donated PSAs (72%) appear to be aimed at adult audiences. (see Exhibit 20.) Slightly more than half (54%) of the PSAs are pitched to adults of all ages. One in seven PSAs (15%) targets parents (including pregnant women). Very few PSAs focus exclusively on adult women (3%) and almost none primarily target adult men. Collectively, children and teens are the primary target of 7 percent of the PSAs, and teens and young adults (13–25-year-olds) are targeted by an additional 15 percent of the spots. Almost no PSAs target viewers over 65.

**EXHIBIT 18. Minutes per Week of Donated PSAs on Specific Health Topics, by Time of Day**

	Midnight to 6 AM	6 AM to Noon	Noon to 6 PM	6 PM to Midnight	Prime Time	Total
Alcohol & Drug Abuse	0:51	0:58	0:43	0:45	0:33	3:16
Smoking	0:12	0:06	0:00	0:01	0:01	0:19
STDs	0:00	0:00	0:00	0:00	0:00	0:00
HIV/AIDS	0:34	0:38	0:23	0:24	0:09	1:59
Diseases	1:27	0:46	0:41	0:31	0:17	3:24
Services	0:33	0:07	0:03	0:03	0:03	0:46
Sex	0:21	0:21	0:00	0:03	0:03	0:45
Health Insurance	0:09	0:00	0:00	0:00	0:00	0:09
Wellness	0:35	0:03	0:08	0:06	0:03	0:51
Total	4:41	2:59	1:57	1:52	1:09	11:28
Proportion	41%	26%	17%	16%	10%	-

note: Totals don't always reflect the summative contributions of individual items due to rounding error.

**EXHIBIT 19. Geographic Focus of Donated PSAs, by Network**

	National	Local/Regional
ABC	65%	35%
CBS	71%	29%
FOX	76%	24%
NBC	54%	46%
CNN	44%	56%
ESPN	72%	28%
MTV	95%	5%
NICK	77%	23%
TNT	79%	21%
UNIVISION	94%	6%
Major Broadcast Networks	67%	33%
Cable Networks	80%	20%
All Networks	78%	22%

**EXHIBIT 20. Age of Target Audience of Donated PSAs, by Issue Area**

	All Ages	Children 12 and Under	Children or Teens (2–19)	Teens or Young Adults (13–25)	Adults of All Ages (20+)	Parents	Adult Men	Adult Women	Seniors (65+)
Animal Rights	0%	0%	0%	0%	100%	0%	0%	0%	0%
Civics	37%	0%	0%	30%	33%	0%	0%	0%	0%
Community	3%	3%	4%	0%	83%	4%	0%	4%	0%
Education	8%	3%	23%	28%	25%	15%	0%	0%	0%
Environment	8%	14%	16%	0%	62%	0%	0%	0%	0%
Family & Social Concerns	3%	0%	0%	4%	19%	73%	1%	0%	0%
Fund-Raising	4%	0%	0%	0%	95%	1%	0%	0%	0%
Health	2%	2%	5%	30%	37%	16%	1%	6%	*
Human Rights	22%	0%	0%	0%	67%	11%	0%	0%	0%
Safety	0%	9%	6%	6%	32%	44%	0%	3%	0%
Training	0%	0%	0%	0%	100%	0%	0%	0%	0%
Violence/Crime	8%	11%	11%	8%	38%	11%	0%	14%	0%
Volunteerism	0%	1%	6%	18%	72%	0%	0%	3%	0%
Consumer Guides	0%	0%	33%	0%	67%	0%	0%	0%	0%
Other	0%	0%	4%	1%	89%	5%	0%	0%	0%
Total	6%	2%	5%	15%	54%	15%	*	3%	*

\* Above zero but less than 0.5%

note: Totals don't always reflect the summative contributions of individual items due to rounding error.

Obviously, PSAs must be seen in order to have any effect on the target audience. As a result, and as noted earlier, PSAs aired between midnight and 6 AM are likely to have a much smaller impact than those aired in prime time. This would especially be the case when children are the target audience. One in four (25%) of the donated PSAs targeting children 12 and under are aired between midnight and 6 AM. (See Exhibit 21.) One could argue two ways here: On one hand, these proportions are lower than found for most other targets during the overnight period, suggesting that scheduling personnel in the media are sensitive to the viewing – and sleeping – patterns

of children. On the other hand, it is difficult to justify airing any PSA aimed at children during the overnight hours. It could be that scheduling personnel not familiar with messages associated with specific PSAs have a difficult time identifying the target and scheduling it appropriately. Scheduling constraints and fiscal pressures are also likely to come into play, forcing the extended – and inopportune – use of the overnight hours for selected target audiences.

**Celebrity Spokespersons in Donated PSAs**

The use of celebrities in PSAs is the subject of some controversy. Supporters argue that celebrities enhance the credibility of the underlying message and arrest the viewer's readiness to change channels when ads appear. Critics of their use claim that celebrities divert attention from the message itself and reduce its overall effectiveness. Those concerned about the use of network celebrities argue that those messages may serve the network more than they serve the issue being espoused.

At least one celebrity appears in 31 percent of all donated PSAs. (see Exhibit 22.) Network stars or personalities – featured in 16 percent of donated PSAs – appear far more often than any other celebrity type. (see Exhibit 23.) Athletes appear in 5 percent of donated PSAs, movie stars in 4 percent, politicians in 3 percent, and musicians in 2 percent.

Network celebrities are featured in 25 percent of the donated PSAs aired by the major broadcast networks. (see Exhibit 24.) They are much less likely to be featured in PSAs aired by the cable networks, which use network stars in 3 percent of their donated spots. ABC features its own stars in donated PSAs 34 percent of the time, and NBC does so 28 percent of the time. By way of contrast, Nickelodeon is first among cable networks, although it makes infrequent use of network celebrities (10 percent of all donated PSAs).

**Provision for Viewer Follow-up in Donated PSAs**

Most donated PSAs (72%) feature some provision for viewers to follow through on the information presented in the message. (see Exhibit 25.) Toll-free numbers appear to be the norm, appearing in 49 percent of the donated PSAs. One in seven donated PSAs (14%) offers non-toll-free numbers; about one in three (32%) lists a Web site address. There is some variation across PSA issue areas. At least nine of 10 donated PSAs promoting consumer guides, government

**EXHIBIT 21. Proportion of Donated PSAs Aimed at Specific Target Audiences, by Time of Day**

	Midnight to 6 AM	6 AM to Noon	Noon to 6 PM	6 PM to Midnight	Prime Time
All Ages	45%	22%	10%	24%	11%
Children (12 and Under)	25%	33%	26%	16%	5%
Children or Teens (2–19)	26%	30%	18%	26%	17%
Teens or Young Adults (13–25)	30%	32%	19%	18%	12%
Adults of All Ages (20+)	50%	18%	18%	14%	7%
Parents	41%	19%	19%	22%	14%
Adult Men	100%	0%	0%	0%	0%
Adult Women	38%	12%	22%	29%	17%
Seniors (65+)	0%	100%	0%	0%	0%

note: Proportions don't always add to 100% due to rounding error.

**EXHIBIT 22. Proportion of Donated PSAs that Feature Celebrities, by Issue Area**

Animal Rights	33%
Civics	47%
Community	49%
Education	48%
Environment	8%
Family & Social Concerns	22%
Fund-Raising	32%
Government Services	50%
Health	16%
Human Rights	11%
Safety	9%
Training	0%
Violence/Crime	19%
Volunteerism	37%
Consumer Guides	0%
Other	64%
<b>Total</b>	<b>31%</b>

**EXHIBIT 23. Proportion of Donated PSAs that Feature Specific Types of Celebrities**

Network Star/Personality	16%
Movie Star	4%
Athlete	5%
Musician	2%
Politician	3%
Educator	*
Non-Elected Government Official	*
Armed Forces Personnel	1%
Medical	*
Other	1%
<b>Total</b>	<b>31%</b>

\* Above zero but less than 0.5%  
note: Total doesn't reflect the summative contributions of individual items due to rounding error.

**EXHIBIT 24. Proportion of Donated PSAs that Feature Network Celebrities, by Network**

ABC	34%
CBS	19%
FOX	14%
NBC	28%
CNN	4%
ESPN	3%
MTV	0%
NICK	10%
TNT	3%
UNIVISION	12%
Major Broadcast Networks	25%
Cable Networks	3%
<b>All Networks</b>	<b>16%</b>

**EXHIBIT 25. Proportion of Donated PSAs with Provision for Viewer Follow-Up, by Issue Area**

	With Toll-Free Telephone No.	With Non-Toll-Free Telephone No.	With Web Site	With Any Follow-Up
Animal Rights	67%	0%	0%	67%
Civics	38%	1%	45%	51%
Community	23%	53%	36%	83%
Education	40%	18%	50%	70%
Environment	30%	0%	62%	78%
Family & Social Concerns	40%	1%	34%	60%
Fund-Raising	67%	22%	39%	92%
Government Services	92%	8%	50%	100%
Health	66%	10%	18%	78%
Human Rights	56%	0%	33%	78%
Safety	26%	18%	12%	50%
Training	0%	100%	0%	100%
Violence/Crime	46%	3%	27%	68%
Volunteerism	75%	13%	52%	97%
Consumer Guides	67%	0%	67%	100%
Other	32%	1%	19%	36%
<b>All PSAs</b>	<b>49%</b>	<b>14%</b>	<b>32%</b>	<b>72%</b>

**PAID PSAS**

services, training programs, volunteerism, and fund-raising offers phone or Web site connections. This could be attributed to the fact that each of these four issue areas is particularly dependent on directed viewer response. Issue areas less dependent on viewer response (i.e., civics, family and social concerns, and safety) were the least likely to provide outlets for viewer follow-up.

This study finds that paid public service advertising has become a significant part of the PSA landscape. A total of 1,426 public service messages are identified in this study. Of that total, 64 percent (906 spots) are donated PSAs, and 36 percent (520 spots) are paid. (see Exhibit 26.) Of the paid spots, 93 percent are traditional PSAs for which sponsors bought time (for example, time purchased for antismoking spots by The Truth campaign) while 7 percent are paid corporate PSAs (CPSAs) such as a Philip Morris spot on domestic violence. A portion of paid spots are offered by stations at less than full ad prices: 16 percent are offered as bonuses within a paid package

of spots, 5 percent are paid for at discounted rates, and 6 percent are either bartered, part of a complicated corporate sponsorship arrangement, or are non-commercial sustaining announcements.

In addition to the time donated by networks and stations to PSAs, discussed in the previous section of this report, sponsors purchase an average of nine seconds per hour of paid PSAs per network. (see Exhibit 27.) More time is purchased on the major broadcast networks (12 seconds/hour) than on the cable networks (7 seconds/hour).

Not surprisingly, those buying time for PSAs are able to get much better airtime than those depending on donated time slots. Whereas 43 percent of donated PSAs run during overnight, just 18 percent of paid PSAs and CPSAs run at that time. (see Exhibit 28.) Thirteen percent of paid PSAs and CPSAs run during prime time. Viewers of the major broadcast networks are twice as likely to see a paid PSA in prime time (10 seconds) as they are to see a donated one (five seconds). On the major broadcast net-

works, paid PSAs and CPSAs peak at 17 seconds per hour between 6 AM and noon. On MTV, paid PSAs and CPSAs reach their crest during prime time; this is the only network on which this occurs. In short, payment appears to help the placement of paid PSAs and CPSAs into periods that attract greater numbers of viewers.

Fully 90 percent of the paid PSAs and CPSAs are 30 seconds long, with the remainder almost evenly split between spots that are less than 30 seconds and those that are greater than 30 seconds. (see Exhibit 29.) Sponsors able to pay for time clearly seek message units (i.e., 30-second spots) that give them at least a modicum of time to present their public interest messages.

**EXHIBIT 26. Proportion of All Public Interest Messages that Are Donated PSAs, Paid PSAs, and Paid Corporate PSAs**

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Donated PSAs	65%	61%	68%	49%	43%	70%	53%	60%	44%	81%	61%	53%	64%
Paid PSAs	33%	35%	30%	48%	53%	26%	44%	35%	49%	18%	36%	43%	34%
Paid CPSAs	2%	4%	2%	2%	3%	4%	3%	6%	7%	1%	2%	4%	2%

note: Proportions don't always add to 100% due to rounding error.

**EXHIBIT 27. Minutes per Hour of Paid PSAs and Paid Corporate PSAs, by Network**

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Paid PSAs	0:13	0:09	0:09	0:13	0:06	0:02	0:13	0:04	0:07	0:11	0:11	0:06	0:09
Paid CPSAs	0:01	0:01	0:01	0:01	0:00	0:00	0:01	0:01	0:01	0:01	0:01	0:01	0:01
Total	0:14	0:10	0:10	0:13	0:06	0:03	0:15	0:04	0:08	0:12	0:12	0:07	0:09

note: Totals don't always reflect the summative contributions of individual items due to rounding error.

**EXHIBIT 28. Minutes per Hour of Paid PSAs and Paid Corporate PSAs, by Time of Day and by Network**

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks	Proportion for All Networks
Midnight – 6 AM	0:12	0:09	0:10	0:07	0:02	0:01	0:15	0:04	0:04	0:03	0:09	0:05	0:07	18%
6 AM – Noon	0:27	0:10	0:09	0:22	0:08	0:04	0:11	0:03	0:10	0:09	0:17	0:07	0:11	29%
Noon – 6 PM	0:06	0:15	0:08	0:16	0:06	0:04	0:15	0:06	0:08	0:22	0:11	0:08	0:11	29%
6 PM – Midnight	0:12	0:06	0:13	0:08	0:08	0:01	0:17	0:06	0:09	0:14	0:10	0:08	0:09	24%
Prime Time	0:13	0:06	0:12	0:10	0:05	0:03	0:22	0:03	0:08	0:15	0:10	0:08	0:10	13%

**EXHIBIT 29. Length of Paid PSAs and Paid Corporate PSAs**

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
10 Seconds	1%	4%	0%	6%	0%	0%	0%	0%	2%	0%	3%	1%	2%
15 Seconds	8%	0%	6%	1%	0%	0%	0%	0%	0%	8%	4%	0%	3%
20 Seconds	4%	0%	0%	3%	0%	0%	0%	0%	0%	0%	2%	0%	1%
25 Seconds	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	*
30 Seconds	86%	90%	91%	90%	94%	100%	94%	90%	90%	84%	89%	93%	90%
35 Seconds	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	*
45 Seconds	0%	0%	0%	0%	0%	0%	1%	0%	5%	0%	0%	2%	1%
60 Seconds	1%	4%	2%	0%	6%	0%	4%	5%	2%	5%	1%	4%	3%
100 Seconds	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	*	0%	*
120 Seconds	0%	2%	0%	0%	0%	0%	0%	5%	0%	2%	*	1%	1%

\* Above zero but less than 0.5%

note: Proportions don't always add to 100% due to rounding error.

The same proportion of paid and donated PSAs are sole-sponsored (65%). National nonprofits continue to serve as significant sole sponsors for paid PSAs and CPSAs, accounting for 42 percent of the time purchased by sole sponsors and 47 percent of the time for all paid PSAs and CPSAs. (see Exhibit 30.) Collectively, regional and local nonprofits contribute an additional 16 percent of the singly sponsored time and 21 percent of all paid time.

State government agencies purchase 17 percent of the time for singly sponsored paid messages. Federal and local government agencies contribute 9 and 1 percent, respectively. Federal agencies are involved in 34 percent of the time for paid cosponsored messages. Their contributions to cosponsored messages are considerably greater than those provided by state or local government agencies.

National for-profit corporations purchase 11 percent of time given to single-sponsor paid PSAs and CPSAs. They serve as sponsors 38 percent of the time for cosponsored messages. National for-profits are associated with 20 percent of the time for all paid messages. Regional and local for-profit organizations make their mark with cosponsored messages, cosponsoring 11 percent of the time for messages in that category.

Media outlets are the sole sponsors of 4 percent of the time linked with paid PSAs and CPSAs. Local media make significant contributions for cosponsored messages. At 38 percent, they far outdistance the proportion of time cosponsored by national media (9%). Across categories of paid PSAs and CPSAs, national media outlets account for 4 percent of the time, with local media adding 13 percent.

The top five organizations sponsoring or cosponsoring paid PSAs or CPSAs in this study are the Truth.com, the Office of National Drug Control Policy (ONDCP), the Partnership for a Drug Free America, Philip Morris, and the Fannie Mae Foundation. The ONDCP's campaign accounted for 11 percent of all paid PSAs. In addition, three percent of all donated PSAs are part of the ONDCP's match program.

Half (50%) of all paid PSAs are devoted to children's issues. (see Exhibit 31.) As with donated PSAs, health is the most common specific topic covered in paid and corporate PSAs. Sponsors purchase an average of 10:28 per network over the week for presentation of messages related to health. (see Exhibit 32.) This represents 39 percent of the paid PSAs and CPSAs researchers recorded. (see Exhibit 33.) Payment garners better placement for health messages than is the case with donated PSAs. (see Exhibit 34.) Nearly twice as many of the paid health messages air between 6 PM and midnight as air between midnight and 6 AM (3:18 to 1:42).

EXHIBIT 30. Proportion of Paid PSA Time Sponsored by Various Types of Sponsors

	Single-Sponsor PSAs	Cosponsored PSAs	All PSAs
National Nonprofit	42%	56%	47%
Regional Nonprofit	10%	16%	12%
Local Nonprofit	6%	14%	9%
Any Nonprofit	58%	80%	65%
Federal Government	9%	34%	17%
State Government	17%	6%	13%
Local Government	1%	6%	2%
Any Government	27%	44%	32%
National For-Profit Corp.	11%	38%	20%
Regional For-Profit Corp.	0%	9%	3%
Local For-Profit Corp.	1%	2%	1%
Any For-Profit Corp.	11%	46%	23%
National Media	2%	9%	4%
Regional Media	0%	0%	0%
Local Media	1%	38%	13%
Any Media	4%	46%	17%

note: Percentages for Cosponsored PSAs and All PSAs categories not summative because of overlap within categories.

EXHIBIT 31. Proportion of Paid PSAs Related to Children's Issues, by Network

ABC	46%
CBS	31%
FOX	53%
NBC	46%
CNN	30%
ESPN	57%
MTV	78%
NICK	57%
TNT	36%
UNIVISION	53%
Major Broadcast Networks	44%
Cable Networks	56%
All Networks	50%

EXHIBIT 32. Minutes per Week of Paid PSAs and Paid Corporate PSAs, by Issue Area and by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Animal Rights	0:00	0:30	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:30	0:08	0:00	0:06
Civics	0:00	2:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	1:00	0:30	0:00	0:18
Community	5:35	3:00	5:30	5:00	1:30	0:00	0:00	0:30	2:00	1:00	4:46	0:48	2:25
Education	1:00	0:30	0:30	3:00	1:00	1:30	0:00	1:00	0:30	0:00	1:15	0:48	0:54
Environment	1:00	2:00	0:00	0:30	2:00	0:00	1:30	1:00	0:00	0:00	0:53	0:54	0:48
Family & Social Concerns	3:10	0:30	1:30	4:00	0:00	0:00	1:00	0:00	0:30	1:00	2:18	0:18	1:10
Fund-Raising	4:00	5:00	1:30	4:50	2:00	1:30	1:30	6:00	0:00	3:00	3:50	2:12	2:56
Government Services	4:00	1:30	0:30	2:00	3:30	0:00	0:00	0:30	3:30	0:00	2:00	1:30	1:33
Health	9:15	8:10	12:00	12:25	4:30	0:30	30:00	0:30	10:30	16:45	10:28	9:12	10:28
Human Rights	0:00	0:00	0:00	1:40	0:00	0:00	0:00	0:00	0:00	0:00	0:25	0:00	0:10
Safety	1:00	0:30	0:15	0:00	0:00	1:00	0:00	0:00	0:00	1:30	0:26	0:12	0:26
Training	0:00	0:00	3:10	0:30	0:00	0:00	0:00	0:00	0:00	0:30	0:55	0:00	0:25
Violence/Crime	4:45	1:30	0:30	1:10	0:00	0:00	4:55	0:30	1:00	3:00	1:59	1:17	1:44
Volunteerism	1:00	0:10	0:30	3:00	1:30	0:00	0:30	2:30	0:00	0:00	1:10	0:54	0:55
Consumer Guides	0:10	0:00	1:30	0:30	1:30	1:00	0:00	0:00	3:00	2:00	0:33	1:06	0:58
Other	3:30	2:30	0:00	0:00	0:00	1:30	0:45	0:00	1:00	3:55	1:30	0:39	1:19
Total	38:25	27:50	27:25	38:35	17:30	7:00	40:10	12:30	22:00	34:10	33:04	19:50	26:34

note: Totals don't always reflect the summative contributions of individual items due to rounding error.

EXHIBIT 33. Of All Paid PSAs and Paid Corporate PSAs, the Proportion in Specific Issue Areas, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Animal Rights	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%	*	0%	*
Civics	0%	7%	0%	0%	0%	0%	0%	0%	0%	3%	2%	0%	1%
Community	15%	11%	20%	13%	9%	0%	0%	4%	9%	3%	14%	4%	9%
Education	3%	2%	2%	8%	6%	21%	0%	8%	2%	0%	4%	4%	3%
Environment	3%	7%	0%	1%	11%	0%	4%	8%	0%	0%	3%	5%	3%
Family & Social Concerns	8%	2%	5%	10%	0%	0%	2%	0%	2%	3%	7%	2%	4%
Fund-Raising	10%	18%	5%	13%	11%	21%	4%	48%	0%	9%	12%	11%	11%
Government Services	10%	5%	2%	5%	20%	0%	0%	4%	16%	0%	6%	8%	6%
Health	24%	29%	44%	32%	26%	7%	75%	4%	48%	49%	32%	46%	39%
Human Rights	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	1%	0%	1%
Safety	3%	2%	1%	0%	0%	14%	0%	0%	0%	4%	1%	1%	2%
Training	0%	0%	12%	1%	0%	0%	0%	0%	0%	1%	3%	0%	2%
Violence/Crime	12%	5%	2%	3%	0%	0%	12%	4%	5%	9%	6%	6%	7%
Volunteerism	3%	1%	2%	8%	9%	0%	1%	20%	0%	0%	4%	5%	3%
Consumer Guides	*	0%	5%	1%	9%	14%	0%	0%	14%	6%	2%	6%	4%
Other	9%	9%	0%	0%	0%	21%	2%	0%	5%	11%	5%	3%	5%

\* Above zero but less than 0.5%

note: Proportions don't always add to 100% due to rounding error.

EXHIBIT 34. Minutes per Week of Paid PSAs and Paid Corporate PSAs Related to Health, by Time of Day

	Midnight to 6 AM	6 AM to Noon	Noon to 6 PM	6 PM to Midnight	Prime Time	Total
Alcohol & Drug Abuse	0:30	0:36	0:42	1:07	0:51	2:55
Smoking	0:48	0:39	1:27	1:33	1:06	4:27
STDs	0:01	0:00	0:00	0:00	0:00	0:01
HIV/AIDS	0:00	0:00	0:03	0:00	0:00	0:03
Diseases	0:06	0:39	0:30	0:24	0:03	1:39
Services	0:00	0:00	0:00	0:00	0:00	0:00
Sex	0:06	0:00	0:03	0:03	0:00	0:12
Health Insurance	0:00	0:21	0:12	0:00	0:00	0:33
Wellness	0:11	0:14	0:03	0:11	0:05	0:38
Total	1:42	2:29	3:00	3:18	2:04	10:28

note: Totals don't always reflect the summative contributions of individual items due to rounding error.

Organizations promoting antismoking campaigns purchase an average of 4:27 of time per network across the composite week studied. (see Exhibit 35.) (Antismoking messages receive scant donated time.)

A majority of the time purchased is on the cable networks, with 18:30 purchased on MTV alone. These organizations also purchase a fair amount of time (8:30) on Fox. Reliance on MTV and Fox suggests that the sponsors of antismoking messages are targeting adolescents and young adults, two critical groups for cigarette manufacturers but also for those trying to prevent the onset of smoking behaviors.

Organizations concerned about alcohol and drug abuse purchase an average of 2:55 a week on each network. Much of that is purchased on MTV, which airs 11:30 of paid PSAs about alcohol and drug abuse.

## SUMMARY AND CONCLUSIONS

This study provides a snapshot of the PSA landscape in the year 2000. On the basis of that snapshot, it is clear that media outlets continue to offer free time to a variety of national, regional, and local nonprofit organizations. But it also appears that those public interest organizations relying on donated airtime to reach the public are competing for pieces of an extremely small pie: the major broadcast networks donate an average of 17 seconds per hour to PSAs, and just five seconds an hour in prime time – a total of less than an hour a week (48 minutes) of donated airtime overall, and less than two minutes a week in prime time. Cable networks donate an average of seven seconds an hour, eight seconds an hour in prime time.

Even for those nonprofits that manage to get a slice of donated time, this success does not guarantee a sizeable viewing audience. A disproportionate amount of time given to PSAs falls during the overnight hours when audiences generally are quite small (43 percent of all donated PSAs are run between midnight and 6 AM). While PSAs aired after midnight do reach adult viewers, much as do ads paid for by for-profits. The same cannot be said for PSAs aimed at children, who clearly are not likely to be among the viewing audience between midnight and 6 AM; even so, 25 percent of all PSAs targeting children 12 and under are aired during this time period.

Although the average channel donates about 90 spots a week to PSAs (107 a week on the major broadcast networks), public service advertising does not appear to be a very high priority for most TV stations. While a quarter of all airtime (25%) is spent on ads and promos, public service advertising receives less than one-half of 1 percent of all airtime.

Nonprofits are likely to find that networks want PSAs shorter than 30 seconds: on the major broadcast networks, a third (37%) of all donated PSAs are 20 seconds or less. Additionally, groups may find that networks prefer to make their own public service messages rather than donating time to a nonprofit's ads: one out of four PSAs receiving donated time on the major broadcast networks features one of that network's own celebrities.

EXHIBIT 35. Minutes per Week of Paid PSAs and Paid Corporate PSAs on Specific Health Topics, by Network

	ABC	CBS	FOX	NBC	CNN	ESPN	MTV	NICK	TNT	UNI-VISION	Major Broadcast Networks	Cable Networks	All Networks
Alcohol & Drug Abuse	3:45	1:40	0:30	4:45	0:00	0:00	11:30	0:30	0:00	6:30	2:40	2:24	2:55
Smoking	2:00	2:30	8:30	4:00	0:30	0:00	18:30	0:00	5:00	3:30	4:15	4:48	4:27
STDs	0:00	0:00	0:00	0:10	0:00	0:00	0:00	0:00	0:00	0:00	0:03	0:00	0:01
HIV/AIDS	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:30	0:00	0:00	0:06	0:03
Diseases	0:30	4:00	1:00	2:00	4:00	0:00	0:00	0:00	3:00	2:00	1:53	1:24	1:39
Services	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
Sex	0:00	0:00	1:30	0:00	0:00	0:00	0:00	0:00	0:00	0:30	0:23	0:00	0:12
Health Insurance	0:00	0:00	0:30	1:30	0:00	0:00	0:00	0:00	0:00	3:30	0:30	0:00	0:33
Wellness	3:00	0:00	0:00	0:00	0:00	0:30	0:00	0:00	2:00	0:45	0:45	0:30	0:38
Total	9:15	8:10	12:00	12:25	4:30	0:30	30:00	0:30	10:30	16:45	10:28	9:12	10:28

note: Totals don't always reflect the summative contributions of individual items due to rounding error.

The study finds a difference in the amount of time devoted to PSAs on the major broadcast networks vs. cable networks. To some extent, this is a function of the amount of non-programming content found on these outlets; by and large, broadcasters air more non-programming content. It may also reflect the varying traditions and regulatory policies associated with the broadcast and cable networks. Nonetheless, as viewers continue to migrate to cable, this creates an added hurdle for those dependent on donated time. To obtain good reach, for-profit advertisers make use of broadcast and cable outlets. Sponsors of public service campaigns need to utilize a mix of broadcast and cable outlets as well. At this point, cable networks and franchises make less donated time available than do broadcast networks and affiliates.

Perhaps as a result of the limited amount of free time being made available and the constraints of that time, many nonprofits are buying time for their ad campaigns. Fully one-third (36%) of all public service messages on the air are paid for. Not surprisingly, paid PSAs get better placement than donated PSAs. They are more likely to be aired during daytime and evening hours. Viewers of the major broadcast networks are twice as likely to see a paid PSA in prime time as a donated one.

It is unclear from this study whether the fact that many groups are purchasing time for PSA campaigns is having any effect on the amount of time being donated to PSA campaigns. The evidence does indicate that while a major antismoking paid campaign is being undertaken, very few time slots are being donated by networks for antismoking PSAs. On the other hand, that does not appear to have happened with regard to donated and paid spots on drug and alcohol abuse, perhaps due to the ONDCP's match requirement.

Nonprofits dependent on network and station goodwill relinquish control of several factors critical to successful campaigns. In addition to being dependent on station and network scheduling priorities, sponsoring organizations are not able to pick the rotation of the spots submitted for airtime. They also are not necessarily informed of the airplay they receive. On several occasions, marketing personnel at nonprofit organizations expressed surprise when told their PSAs had aired. Indeed, they seemed particularly surprised to learn that spots they had submitted several years ago were recently run. Formal feedback mechanisms do not appear to be in place.

For those interested in the policy issues around public service advertising, it should be noted that donated time has become a somewhat muddy concept as arrangements between sponsoring organizations and media outlets become increasingly complex. For example, under NCSA (non-commercial sustaining announcement) programs, broadcasters at individual stations donate time to nonprofits, but the nonprofits have to pay state broadcaster associations. From the stations' perspective, the time is donated; no revenue goes directly into their bottom line. Yet that donated time costs nonprofits real dollars. Is the time donated or paid? In another example, is bartered time donated or paid? Is a reduced rate with free spots thrown into the mix donated or paid? The issue can be raised with the ONDCP's match plan as well. According to the plan, the federal government purchases advertising time on the networks for anti-drug messages. In return, the networks offer free time to a designated group of nonprofits. For these nonprofits, the time is free, although the ONDCP is in a sense paying the stations for it, albeit at a reduced rate. If keeping track of donated time is important to stations, networks, and federal agencies such as the Federal Communications Commission, the terms and practices associated with it will need to be more clearly delineated.

It should also be noted that every study utilizing a sample has a set of limitations associated with that sample. As noted, this study's sample reflects a snapshot of non-programming content taken during the first half of 2000. It cannot be said with certainty that the findings extend to small markets, independent TV stations, or small niche cable networks.

The data presented in this report suggest that most nonprofits cannot expect donated time to win the wars they are trying to fight. PSA coverage of any single topic is slim. Yet many nonprofits wish to change deep-seated attitudes and ingrained behaviors. As social marketers know, making progress here is likely to require massive integrated marketing campaigns that utilize mediated and non-mediated messages across a variety of platforms. In the current environment, the contribution made to this effort by donated television PSAs is limited by the small amount of quality advertising time being made available.

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# APPENDICES

## APPENDIX A: DETAILED METHODOLOGY

### GENERAL APPROACH

Content analysis is a systematic, objective, and quantitative method long used to examine recorded communication content (Berelson, 1952; Kerlinger, 1986). It is extensively used to describe manifest and latent messages, including those found in newspapers and newscasts; magazines, television, and radio programs; Web pages and e-mail messages; and advertising in all media. The study relied on this approach to address the research questions of this study, supplementing the analysis of content with telephone calls and letters to stations, cable franchises, and sponsors in order to determine whether PSAs were paid or unpaid.

For this study, a sample of a composite week's worth of television programming from each of 10 channels was examined. For each channel, programming was sampled in seven different markets across the country to take into account any regional differences that may exist. All non-programming content was coded. The topic area of every PSA was recorded, and calls were made to stations and sponsors to determine whether each spot had been paid for or whether the time had been donated. A total of 1,680 hours of programming was examined; this includes 906 donated PSAs and 520 paid PSAs. The channels included in the study are the major broadcast networks ABC, CBS, Fox, and NBC; the cable channels CNN, ESPN, MTV, Nickelodeon, and TNT; and the dominant Spanish-language network Univision.

The study uses an inclusive standard for measuring the amount of time donated to PSAs, including most community calendar announcements, network-branded campaigns featuring their own celebrities (sometimes referred to as "PSA-style promos"), and spots that are run for free as part of the Office of National Drug Control Policy's requirement that stations provide a "match" for every spot purchased for the ONDCP's paid ad campaign.

### SAMPLE

#### Networks and Channels in the Study

Ten broadcast and cable channels are included in this study. These are the four major English-language broadcast networks (ABC, CBS, Fox, and NBC), the highest rated Spanish-language broadcast network (Univision), and five basic cable networks (CNN, ESPN, MTV, Nickelodeon, and TNT). Four of the cable networks were chosen to reflect distinctive programming genres and/or viewing audiences. These were CNN for news, ESPN for sports, MTV for popular music videos, and Nickelodeon for children's programming. At the time the selections were made, each of these cable networks garnered the largest ratings for its genre on cable. TNT, the remaining cable network, was chosen because it was then the most highly rated and most widely available non-niche cable channel.

### Markets

These broadcast and cable networks distribute content through local TV stations and cable franchises. Non-programming content (including PSAs) reaches local viewers either through the retransmission of network feeds or it originates from local stations and cable franchises themselves. With commercial advertising, for example, stations and franchises air a mix of network, spot, and local messages. Network ads are arranged at the network level and aired simultaneously on every outlet in the network. Spot ads represent the nonlocal purchase of time by corporations seeking to air messages on specific outlets (i.e., Coca-Cola buying time on a network affiliate or independent station in Los Angeles). Local ads reflect time purchased at the local station or franchise level by companies in that market. Because of local origination, non-programming elements for network affiliates vary somewhat from market to market. In order to assess – and be able to account for – such variability, the study examined non-programming content in seven markets. Market selections were based on two criteria: market size and geographic location. The study sought large (i.e., top 20 designated market area) markets that also reflect the diverse geographic and ethnographic landscape of the United States. With this in mind, the authors selected Atlanta, Chicago, Dallas, Denver, Los Angeles, New York, and Seattle.

### Composite Week Sample

Most television programs air on a daily or weekly basis. Generally, content aired one week is likely to reflect content aired earlier or later in the year. For this reason, content analyzes of television often use a single week to represent programming and non-programming elements throughout the year. However, there is routine variability based on season (i.e., football is offered in the fall and early winter, leaving a programming hole after its season ends; holiday specials are introduced in December; political ads flood the airways during election campaigns). Content also routinely varies during sweeps periods (i.e., programmers offer new episodes of on-going series, local and national newscasts feature special reports, promotional activity is heightened) as well as in response to unanticipated major events (i.e., assassination attempts, wars, highly publicized congressional inquiries). In order to minimize the impact of such fluctuations, content analysts frequently examine a composite week of programming that samples programming from a number of weeks or months (Kunkel, 1999; Potter and Warren, 1998; Wilson et al., 1997).

This study's sample represents one full week of programming and non-programming content on each of the 10 broadcast and cable networks included. This resulted in 168 hours of content for each network. The study used a sampling frame that originally incorporated an 11-week period from Monday, February 28, 2000 to Sunday, May 14, 2000. This included two sweeps periods and featured approximately the same proportion of sweeps days as is found throughout the entire year.

Each day of the composite week was broken into eight, three-hour blocks (i.e., from midnight to 3am, from 3am to 6am, etc.). Investigators began sampling for each channel with an empty grid featuring 56 slots, one for each three-hour period throughout the week. Within each three-hour block, researchers first sampled markets using random sampling without replacement until every day of the week was filled (i.e., midnight to 3 AM Monday, Tuesday, Wednesday). Since the study included seven markets, each market was represented once during every three-hour block. After the week's grid for a channel was filled with markets, investigators returned to each three-hour block and, working across days of the week, sampled the week in which content would be taped, again using random sampling without replacement. These procedures were repeated for each network.

At the end of the sampling process, investigators had 10 filled grids, one for each network. They also constructed a grid for each market: each of these grids specified 240 hours of content to be taped in the market. Market grids were sent to supervisors who delegated taping assignments, provided instructions, collected tapes, and returned the tapes to the investigators. Those who actually taped the content were instructed to tape 190-minute segments, beginning five minutes before and ending five minutes after the three-hour block had passed.

On occasion, the investigators were unable to use the tapes as a result of machine malfunction or programming error. Programming errors included taping the wrong network (i.e., CNN Headline News instead of CNN), the wrong time block, or an incomplete block of time. When these problems were spotted, taping supervisors were instructed to retape the block at the next appropriate time. So, for example, if a Monday 6 AM to 9 AM CNN Chicago tape were missing, it would be taped the next Monday in Chicago at 6 AM. A total of 77 hours of content (5 percent of the sample) was re-taped in this fashion, stretching the sampling frame through Wednesday, July 19, 2000. When taping was complete, the study had 1,680 hours of content on tape. Appendix B contains the composite week for each network.

#### Defining Programming Vs. Non-Programming Content

The tapes included program and non-programming content. Non-programming content was defined as anything falling outside the content of the program currently aired. In general, the boundary between programming and non-programming content was clear. In television, non-programming content is typically clustered together in easily identifiable pods between and within programs. Guidelines were developed,

however, for content elements that might be unclear. Segments promoting upcoming content within the program as the program headed into an advertising pod (i.e., "A grizzly murder on the city's north side when we return in a moment...") were considered programming, as were brief reminders in the middle of advertising pods (i.e., "Oprah will be right back" sandwiched between product ads). Nickelodeon features a recurring character called Face who serves as a mascot and guide between programming and non-programming elements. This was coded as programming. Broadcast of religious services, which may have been paid for and produced by the congregation involved, was considered programming as well.

#### Determining Whether PSAs Were Paid For or Donated

To be consistent with the FCC's definition of PSAs – a community service spot "for which no charge is made" – researchers needed to determine the financial status of each relevant spot identified in the coding. Those that were run on donated time would be appropriately classified as PSAs. Those that were run on paid time were considered paid PSAs. Self-administered questionnaires and telephone interviews with station and cable franchise personnel as well as with employees of the sponsoring organizations were used to determine the financial (i.e., donated or paid) status of each message. In oral and written correspondence, investigators called these messages PSAs even though their classification awaited a determination of their financial status.

Letters were sent to the community/public relations director and to the advertising sales manager at each station (n=33) and cable franchise (n=7). (In two markets, Univision was a cable rather than broadcast service; in those markets, the network had no over-the-air affiliate.) These letters described the purpose and scope of the inquiry, identified the composite week of programming from which the PSAs for that station/franchise had been drawn, and listed the date, time, and sponsor(s) of each PSA. Community calendar PSAs were listed separately. Investigators requested the respondents indicate the financial status of each spot by circling one of two options: the station/franchise donated the time, or the time was paid for by the sponsor(s). Each letter included a prepaid return envelope. Follow-up calls were made to encourage participation. On occasion, data were collected on the phone. The study received data from 24 stations and two cable franchises. Among those who replied, station employees were generally able to identify more of the spots listed than were their counterparts at cable franchises. With multiple channels to assess, the task seemed more difficult for cable employees.

Telephone calls were made to every non-profit organization and government agency linked with the PSAs in the sample. These calls identified the personnel in charge of PSAs and solicited their participation in the study. Almost all of those reached who participated in the study addressed interviewers' questions on the telephone. As needed, the interviewer read a list of the spots linked with the organization and received information about its financial status. Personnel at roughly two dozen nonprofits said they preferred to respond to written material rather than respond on the telephone. All were sent (or e-mailed) a letter that reminded them of the scope and significance of the study and asked them to provide information about each of the spots listed on a form attached to the letter. These forms listed the market, station, date, time, and general topic (i.e., listing symptoms of and help for panic disorders, encouraging viewers to give blood, entreating viewers not to gamble on college sports) of each PSA linked with their organization. As needed, sponsors were provided with additional details about their spots. Detailing the content proved important as many sponsors were unable to identify the spots on the basis of placement and message topic alone. Only one of the nonprofits refused to provide information about specific spots. A small number of for-profit organizations also were called. Each had sponsored or cosponsored a series of messages coders had identified. A handful of for-profit organizations refused to participate: they either failed to respond to repeated calls or noted that the information sought was proprietary. Combined, these efforts to reach nonprofit, government, and for-profit sponsors, which took place over a three-month period, produced information for 65 percent of the spots.

When data from stations and cable franchises were combined with data from sponsoring organizations, the study was able to determine the financial status for 86 percent of the coded messages. There were no financial status data available from either the station or the sponsor for 194 messages. In these cases, financial status was assigned based on the sponsors involved. If the message was sponsored by a single nonprofit, government agency, or media outlet, or cosponsored by a nonprofit or media outlet, it was coded as donated (n=127). Given that these organizations sometimes purchase time, this decision may have slightly inflated the count of donated PSAs. If the message was sponsored by a single for-profit or cosponsored by for-profits and a media outlet, it was coded as paid (n=67).

There was conflicting information about the financial status of 72 spots. In 10 cases, the media outlet said the spot was paid for while the sponsor said the airtime had been donated. With the remaining 62 spots, the media outlet said the spots had been aired for free while the sponsor said they had been paid for. Based on extended conversations with sponsors and media outlet personnel, the authors concluded that the sponsors were likely to have – or were able to offer – a more accurate record of the actual transaction. As a result, the financial status of these spots was based on information provided by sponsors.

Spots that were part of the Office of National Drug Control Policy's "match" program were identified and coded as donated. Through this program, media outlets donate time to nonprofit organizations for each message purchased by ONDCP. Using detailed tracking reports provided by the advertising agency working on the ONDCP account, the study identified 24 messages from nonprofits that were broadcast by stations as part of the ONDCP's pro bono match program. (The study's sample of spots may actually contain a few

more match spots than the 24 just noted, since there was no tracking data provided for Univision in two of the seven markets analyzed.) As part of a financial package of spots, the match spots normally would fall outside the traditional definition of public service announcements. Nonetheless, the study coded these spots as donated since the nonprofits that benefited from the program received the time for free.

In all, 906 spots were donated and 520 were paid for. About one in four (27%) of the paid spots was part of more complex arrangements between sponsors and stations or cable franchises. These spots were coded into one of the following categories:

**Barter:** Media outlet donates the time but, in return, receives publicity for its efforts on other materials produced by the sponsor.

**Non-commercial sustaining announcement (NCSA):** Sponsor makes a payment to the state broadcasting association. In return, the association calls on member stations to air approved spots at no cost. NCSA money is used to support state broadcasting associations and enable them to provide services to member stations.

**Bonus within a paid package:** The sponsor purchases a certain amount of airtime, and, as part of that package, some spots are aired for free.

**Paid with discount:** Sponsor pays for the time but gets that time at a discounted rate because the media outlet regards it as a cause worthy of its support.

**Paid with complicated corporate sponsorship:** Sponsor pays for the time, generally at a discount, and has spots linked with local, hybrid news shows that often provide the sponsors with additional publicity for fundraising events.

## CONTENT MEASURES

The study examined all non-programming elements recorded. Each non-programming element was classified by content type. The section that follows describes the content type category system employed. The system was developed and refined with an eye on two critical criteria. First, the categories in the system had to be all-inclusive. That is, the categories had to cover the full range of content aired with only modest help from a catch-all “other” category. Second, the categories had to be mutually exclusive so that any single non-programming segment would fit into only one category.

### Definitions of Non-Programming Content Categories

Coders classified each non-programming element into one of the following five broad categories. These are: station identification and program promotions, infomercials, filler, donated PSAs, and paid advertisements (including paid PSAs).

#### Station identification and program promotions:

This category includes very brief messages that simply identify the station or network (i.e., “You’re watching CBS”). It also encompasses messages designed to promote viewing of other specific programs (i.e., “Stay tuned for *NYPD Blue*”), typically on the same station or network, although they also could be for co-owned networks (i.e., NBC and CNBC). This category also includes messages designed to promote the station or network’s programs in general, create an overall image for the station or network, or suggest that viewers turn to the station or network’s Web site.

**Infomercials:** Long-form ads promoting a product or service (i.e., Ronco’s Showtime Rotisserie and BBQ, Internet Tool Box, the Wonder Steamer, and Slim Down for Life). These messages typically were equal in length to half-hour programs.

**Filler:** Included here are news breaks that feature snippets of news, weather, and traffic reports; calls for news tips; donated community calendar events that do not promote the public good (i.e., promoting ticket sales for a wine and art festival); nomination requests (i.e., for the American Teacher Award); brief snapshots of important moments in history; tests of emergency sirens; and information about closed-captioning.

#### Donated public service announcements:

Sponsored by nonprofit organizations (i.e., the United Way, the Girl Scouts, the American Cancer Society, the Ad Council), government agencies (i.e., the Centers for Disease Control), or networks and stations, PSAs are messages broadcast for free that promote causes and activities designed to improve life for individuals, communities, and the country (i.e., Walk for MS, World AIDS Day, Be a Mentor, Support School Music Programs, Don’t Drink and Drive). All messages classified as donated PSAs had to be aired for free by the network, station, or cable franchise.

In three ways, this study may have stretched the category, incorporating messages that others may not have considered PSAs. First, whereas some do not consider community calendars to be PSAs, coders included donated community calendar messages that were in the public good. This includes informal education opportunities, such as weekend activities at a museum designed to teach children how Pacific Islanders navigated by the stars or about the flight of ocean-going birds. It also includes fundraising for nonprofit organizations such as the promotion of Mother’s Day weekend activities at a local zoo, with proceeds earmarked for the zoo.

Second, the study included messages that combine public service with promotion of television programs that address public issues or promote citizen involvement. For example, in one spot viewers are asked to watch a local program about the census and are told that participating in the census will help shape their future and address overcrowded schools and overflowing highways. In drawing viewers to the station’s programs, these messages serve the station’s bottom line interests, much as other program promos do. Nonetheless, investigators decided the public good served by these messages warranted including them in the PSA category for purposes of this study.

Finally, as mentioned above, the study included spots that were broadcast as part of the ONDCP’s “match” program in which stations selling time to the ONDCP are required to donate matching time to other PSAs.

**Advertisements:** Messages in this category include all forms of paid advertising. The category includes spots that showcase products, promote services, highlight corporate good deeds, advocate positions on controversial issues, champion political candidates, tout employment opportunities within the government, and serve community needs. Differences in content and likely intent relevant to the study are great enough to merit the following seven subcategories:

**Product and service ads:** Messages promote the purchase and use of products or services (i.e., McDonald’s Happy Meals, theatrical movies playing at neighborhood theaters, pay-per-view TV opportunities, and for-profit mental health services). Paid community calendar messages that do not promote a community good are also included in this category.

**Corporate image ads:** Spots in this category are sponsored by a single for-profit corporation and showcase actions taken by corporations for the good of individuals, communities, the country, or the environment, or simply link the corporation with popular causes (i.e., Philip Morris’s “We card” program, Chevron’s efforts to restore the wetlands).

### Sample Corporate Image Ad

From Philip Morris, noted to be based on a true story in Elba, Alabama.

**PERSON 1:** Well, it rained. For three straight days it rained.  
**PERSON 2:** Then the levee broke.  
**PERSON 3:** A four-foot wave washed through town. Tore everything up.  
**PERSON 4:** A whole lotta people lost everything.  
**PERSON 5:** Everything they had.  
**PERSON 2:** Another problem was we had all this water.  
**PERSON 6:** But you couldn’t drink a drop of it.  
**PERSON 3:** That’s when the truck from Miller rolled up.  
**PERSON 6:** I see it, and I’m thinkin’, beer?  
**PERSON 2:** Beer?  
**PERSON 7:** Beer?  
**PERSON 8:** But it was water.  
**PERSON 1:** They stopped bottling beer?  
**PERSON 3:** They stopped bottling beer and bottled water for us instead.  
**VOICE-OVER:** Miller, part of the Philip Morris family of companies, donated thousands of gallons of drinking water to disaster victims last year. For decades, Philip Morris has assisted communities in distress all around the world.  
**PERSON 1:** Actually, I could of used a beer right then. But that’s another story.  
**VOICE-OVER:** Working to make a difference, the people of Philip Morris.

**Issue advocacy ads:** Sponsored by organizations that have a stake in a politically sensitive issue, these messages advance a position or promote a specific stance (i.e., the National Abortion Rights Action League promoting a pro-choice perspective, Charlton Heston representing the National Rifle Association’s defense of Second Amendment rights). These messages are unrelated to the promotion or sale of products and services.

**Political ads:** Ads in this category promote specific political candidates, political parties (i.e., “Vote for Bush for President,” Vote Republican), or specific propositions on state ballots.

**Government ads:** Paid by federal government agencies, these ads focus on issues such as employment opportunities (i.e., enlist in the Army, Navy, Air Force, Marines, or Reserves), new coins from the U.S. Mint, or U.S. Savings Bonds.

**Paid public service announcements:** Paid for by nonprofit organizations or government agencies, these messages promote causes and activities designed to improve life for individuals, communities, and the country. The only – and critical – difference between these and traditional PSAs is that the time for these messages is paid for by the nonprofit or government organizations sponsoring the spots.

*Corporate public service announcements:* Sponsored and paid for by for-profit corporations, these messages include a clear call to action without mentioning specific products or services produced by the sponsors. Although sponsors of these messages may be motivated by a desire to improve their company's image, the study's authors deemed the call to action important enough to distinguish these messages from corporate image ads.

#### Sample Corporate Public Service Announcement

This spot, sponsored by Philip Morris, urges victims of domestic violence to call an 800 number:

**WOMAN:** When I was nine months pregnant, my husband beat me. One night, he came after me with a knife and barely missed our son. I left. My kids and I ended up at a shelter. I realized it wasn't my fault. Women are beaten every day, and if we stayed I knew he would hurt my daughter.

**VOICE-OVER:** All across the country, battered women and children are starting new lives. Thanks in part to Philip Morris, one of the largest supporters of programs that feed, shelter, and counsel victims of domestic violence.

**WOMAN:** What frightened me most was that if we stayed, I was putting my son at risk of becoming a batterer himself. I grew up in a very loving home. My kids deserve to grow up in one, too.

**VOICE-OVER:** [and text] Working to make a difference, the people of Philip Morris. If you need help, please call 1-800-799-SAFE.

The Philip Morris spot is a little unusual for messages in this category in that the corporate sponsor is specifically promoted in the message. However, the explicit call to action in this spot caused investigators to code it as a corporate PSA rather than a straight corporate image ad.

In addition to coding content type, coders recorded the market, network, day of week, time of day, and length of each non-programming element. Time of day was coded by the hour. For example, a non-programming element that aired at 12:35 AM was coded as having occurred between midnight and 12:59 AM. The length of each non-programming segment was coded in five-second intervals. Coders relied on the VCR's second counter to determine the length of each non-programming element.

More detailed analyzes were conducted for PSAs, paid PSAs, and corporate PSAs. Researchers coded the following dimensions of each of those messages: name and type of sponsoring organization(s), whether the spot had a local or national focus, whether the message related to a children's issue, age of the primary target audience, primary issue area covered, use and identification of celebrities, and provision for viewer follow-up.

#### Types of Sponsoring Organizations Identified

Sponsoring organizations were classified along two dimensions: nature of the sponsoring organization and geographic sphere of operations. Four categories were used to capture the nature of the sponsoring organization: nonprofits, government, for-profit corporations, and media. Three categories were used to describe each sponsor's geographic sphere of operations: national, regional/state, and local.

**Nonprofits** were described as organizations whose activities are not conducted for the purpose of making a profit. National nonprofits (i.e., the American Red Cross, the American Cancer Society) operate across the nation. Regional nonprofits (i.e., the National Kidney Foundation of Georgia, the California State Parks Foundation) work within areas as large as a state or group of states. Local nonprofits (i.e., People with AIDS Coalition on Long Island, Tarrant County United Way) work within a small geographic area such as a city or a county and its surrounding counties.

**Government organizations** were defined as those run by elected or appointed officials or agencies that carry out government policies. Federal level government organizations (i.e., the Peace Corps, the National Institutes of Health) operate nationally. State government organizations (i.e., the New Jersey Department of Human Services, the Texas Department of Protective and Regulatory Services) work within specific states. Local agencies (i.e., the Dallas Fire Department, the New York City Department of Sanitation) work at the city or local level.

**For-profit corporations** were defined as organizations transacting business for the purpose of making a profit. Geographic spheres of operation mirror those used for nonprofits: national (i.e., Ford, Philip Morris, Radio Shack, Pfizer, Eli Lilly), regional (i.e., Ameritech, Georgia Power, People's Energy), and local (i.e., Kaufman Tire, Majestic Star Casino, Seattle Mariners baseball team).

**Media corporations** were defined as organizations whose purpose is communication using newspapers, magazines, radio, broadcast and cable television, or the Internet, or trade organizations representing such communication corporations. They can operate nationally (i.e., CBS TV), regionally (i.e., New York State Association of Broadcasters), or locally (i.e., WCBS-TV in New York). To be classified as a sponsor or cosponsor, media organizations have to be listed or mentioned in the spot itself, rather than simply having their logo superimposed on the spot, as it is in much programming these days.

The study anticipated that many spots would have co- or multiple sponsors. As a result, coders were given space to code up to three sponsors in each sponsor category. On occasion, messages about upcoming community events were cosponsored by more than three sponsors in the same category. Inevitably, these were local, for-profit companies underwriting a community event. In these cases, coders were instructed to code the three corporations that received the most prominent coverage.

#### Geographic Focus/Production Center (Local vs. National PSAs)

Messages were also classified on the basis of their relevance and potential use across the country. Local/regional messages are those linked to the locality in which they are aired. This could be because the issue is local (i.e., the distribution of fire detectors by the Dallas and Fort Worth Fire Departments, a program in the Northwest to enable area homeless people to help themselves) or because the message features locations or personalities that would not easily transfer to other locales (i.e., the governor of Georgia encouraging people in his state to fill out their census forms). National messages are those that would be relevant to anywhere – and could air anywhere in – the country. They cannot have visual or aural identifiers linking them with specific cities or regions unless these are tags at the end of the message that can be substituted for other cities or regions.

#### Determining the Target Audience

The study coded the age of the intended target audience using three criteria: the explicit content of the message, knowledge of the sponsoring organizations and the target of their activities, and the network on which the message appeared. Fundraising messages, as well as those seeking volunteers, are typically aimed at adults, even when children are seen in fund-raising scenes (i.e., walk/runs supporting cancer research). Indeed, the age of those featured in the messages was not used as a criterion. Content aimed at parents frequently uses children to deliver the message. Two examples here should suffice. One spot features a young child sitting on the stairs of his house listening to his parents argue in

another room. The father first berates his wife and then screams at her and beats her while she pleads and then cries out. The anti-domestic violence spot ends with the visual tag, "Children have to sit by and watch. What's your excuse?" In another spot, two children stand by an empty playground, listening to the equipment tempt them to ride unattended. A voice-over warns parents, "Last year, a half million children were injured at playgrounds by the power of their imaginations. Supervise your children."

The study included nine age categories. The age categories are: all ages, children 12 and under, children and teens (2–19), teens and young adults (13–25), adults of all ages (20+), parents (including pregnant women), adult men, adult women, and seniors (65+).

### List of PSA Issue Areas Used

One step researchers took was to determine whether or not a spot was related to a children's issue, regardless of the specific topic it addressed. Children's issues were defined as those that primarily concern the well-being of young people up to 18 years of age. These include talking to children about sex or drugs, making schools safe, lead poisoning, summer camp for children with AIDS, mentoring kids, birth defects, prenatal care, and homelessness among children in developing nations. Messages relevant to all ages including children (i.e., cleaning up parks creates a clean environment) were

not coded as primarily focused on children's issues. Children did not have to appear in the spot for the message to qualify as linked with children's issues.

In addition to identifying whether or not a spot is related to a children's issue, the study also uses a two-tiered category system to code the primary topic associated with every spot whether it addresses a children's issue or not. The first tier contains 14 categories, each of which serves as an umbrella for the more detailed and focused clusters of categories used in the second tier. The second tier includes 108 categories. Although each spot was coded at the second-tier level, the results focus, with one important exception, on first-tier categories. (see Exhibit 36.)

### Coding for Presence or Absence of Celebrities in PSAs

Like commercial advertisers, sponsoring organizations sometimes use celebrities to help promote their cause. The study counts as celebrities those known for being accomplished in some endeavor. To be coded, celebrities have to be easily identifiable visually, have their name superimposed, or give their name in an audio voice-over. Celebrities linked with more than one area of accomplishment are coded with the area in which they are best known (i.e., Jesse Ventura has more celebrity as a politician than as an athlete; Sally Ride is better known as an astronaut than as a professor). People featured just because they were victims of crimes (or related to victims) are

not counted as celebrities. Categories include network stars (those whose current or recent fame is on TV, such as Martha Stewart and Roma Downey; news and sports reporters; and anchors), movie stars (primary fame is in movies, such as Tom Hanks), athletes (i.e., Andre Agassi), musicians, politicians, educators, non-elected government officials, armed services personnel (i.e., Colin Powell, before he became a member of President George W. Bush's cabinet), medical figures, scientists, and other.

### Provision for Viewer Follow-Up

The study coded aural or visual presentations of telephone numbers and Web sites that viewers could use to follow up on the information presented in the spot. Three categories were used for telephone numbers: no number provided, toll-free number provided, non-toll-free number provided. There were two categories for Web sites: Web site address presented and no Web site address mentioned or presented.

## THE CODING PROCESS

This section describes the process employed to code non-programming content in the sample of 1,680 hours of television reviewed. This process started well before any content was coded and actually was not concluded until well after each hour of content was initially examined. The stages in the process were developing the category systems, training coders, assessing intercoder reliability, coding the content, and determining the financial status of each public service message.

### EXHIBIT 36. First-tier Categories of PSA Topics

The 14 first-tier categories are described below, along with the number of second-tier categories each contains. (See Appendix C for a list of all second tier categories.)

**Animal rights:** Messages focus on care for pets and support for animal rights. (two second-tier categories)

**Civics:** With an emphasis on civic pride, patriotism, and support of government initiatives, these messages call on viewers to vote, support U.S. armed services personnel as well as government social programs and reforms, and take pride in their community. (five second-tier categories)

**Community:** Messages focus on community organizations (i.e., local Red Cross, 4-H, and Girl Scout chapters) and community activities. They describe the role of these organizations and call on viewers to become members of or make use of their services. Community calendar messages fit within this category. These call on viewers to participate in specific events (i.e., band concerts, lectures, and meetings) sponsored by community organizations, including the media outlet. (four second-tier categories)

**Education:** This category includes formal and informal educational programs and opportunities for children and adults. Spots promote learning, highlight the value of high school and college education, describe specific programs, or call on viewers to read, use libraries, work hard in school, plan for college, or enjoy art and culture. (17 second-tier categories)

**Environment:** These messages promote conservation of natural resources, recycling, prevention of environmental catastrophes, protection of natural habitats, and other environment issues including the consequences of overpopulation. (five second-tier categories)

**Family and Social Concerns:** This category features spots that stress the importance of the family unit and the role parents play in raising their children. Adults are asked to adopt foster children, be good parents, communicate with their children, protect their children from adult content found on TV and the Internet, and care for their elderly parents. Viewers also are asked to engage in everyday pro-social behaviors such as sharing. (nine second-tier categories)

**Fund-raising:** Spots in this category emphasize donating goods and/or money for local, national, and international organizations and causes (i.e., Goodwill, the Salvation Army, UNICEF, United Negro College Fund, Big Brothers/Sisters). To fit within fund-raising, messages have to directly call for contributions or clearly point out that the organizations and activities featured are dependent on the generous support of viewers. Messages emphasizing volunteerism are coded elsewhere. (11 second-tier categories)

**Government Services:** Messages here describe government services available at federal, state, and local levels (i.e., low interest loans for low-income people, Heat Energy Assistance Program). (no second-tier categories)

**Health:** This category includes issues associated with alcohol and drug abuse, smoking, sexual health, HIV/AIDS, health insurance, wellness strategies, diseases such as cancer and heart disease, and services for those with terminal illnesses. Several of these areas have a number of second-tier categories. For example, there are seven categories for sexual health (abstinence, condom use, teenage pregnancy prevention, generic safe sex, pregnancy and prenatal care, options when faced with unexpected or unwanted pregnancies, and other), seven for HIV/AIDS (prevention strategies such as getting tested, coping with AIDS, managing HIV/AIDS in the workplace, fear and discrimination associated with AIDS, organizations doing research on AIDS, volunteering to help, and other), and nine for other diseases (breast/ovarian cancer, colon/rectal cancer, prostate cancer, other cancer, heart disease, mental health, learning disabilities, other diseases such as Crohn's, diabetes, and Alzheimer's, and donating blood and organs). (36 second-tier categories)

**Human Rights:** Spots call on viewers to treat others equally and support workers' rights. (three second-tier categories)

**Safety:** Messages focus on seat belt and car seat use and other safe driving concerns, fire safety and physical safety. Drinking and driving and school safety fit elsewhere: drinking and driving in Health, school safety in Violence. (three second-tier categories)

**Training:** This category describes employment training opportunities. While these opportunities could include an education component, the focus is on getting a job (i.e., Job Corps, Washington Women's Employment and Education). (no second-tier categories)

**Violence/Crime:** Messages in this cluster describe a variety of crime prevention strategies (i.e., the "Take a Bite Out of Crime" and DARE campaigns). They also call on viewers to handle guns safely, be aware of and respond appropriately to sexual abuse (including date rape and incest) and domestic violence, and address safety issues at school. (seven second-tier categories)

**Volunteerism:** This category asks viewers to be mentors (i.e., America's Promise), commit a full year or more of their lives to service (i.e., Peace Corps, Americorps), or donate time to community organizations (i.e., Volunteers of America). (three second-tier categories)

**Other:** Messages whose primary purpose fall outside of the categories described above are included in this catch-all category. This included spots describing consumer guides provided by state or federal government agencies, recognizing Women's History Month, encouraging viewers to learn how to save for retirement, urging viewers not to gamble on college sports, or telling viewers to "embrace what makes you different."

**Developing the Category Systems**

Category systems for content analyzes typically are developed based on an assessment of the literature, a grounded understanding of the areas to be explored, and deliberate exposure to a lot of content. Each of the category systems described in the preceding section was developed after examining the literature, consulting with the study's sponsor, and viewing hours of non-programming content and reels of public service announcements. As needed, these systems were modified (i.e., primary issue categories added) until researchers had an all-inclusive and mutually exclusive set of categories.

**Training**

A group of 19 undergraduate and graduate students at Indiana University served as coders for this project. Coders were selected on the basis of faculty recommendations and were paid for their time. All received approximately 18 hours of training over three weeks. Training sessions typically ran about 90 minutes. During these three weeks, coders worked through procedures and rules presented in an elaborate codebook. Most of the training focused on learning about the category systems used in the study. With codebooks in hand, coders viewed a sample of non-programming elements, worked through the category systems, and talked about their decisions in discussions guided by the principal investigators. In addition, coders were shown

how to determine when to start coding each tape (tapes were 190 minutes long, with approximately five minutes of spillover on each side of the three-hour block, and it was not always easy to discern the beginning of programs on networks such as MTV and ESPN), keep track of the length of each non-programming element, distinguish between programming content and non-programming elements, and fill out the coding sheets. They also were told what to do if they had questions when coding actually began.

**Assessing Intercoder Reliability**

The validity of any content analysis is dependent on a number of factors. These factors include the sample of content selected, the category systems developed, and the extent to which coders, acting independently, arrive at the same coding judgments for the content.

Four rounds of intercoder reliability measures were used in the last two weeks of the three-week training. In the classroom used for training, coders viewed and fully coded three sets of PSAs. The first two rounds contained 12 PSAs each. The third round contained nine PSAs. These 33 PSAs were culled from the 1,680 hours of content taped for the project. None had been previously shown to the coders. Each PSA was replayed several times so that coders had ample opportunity to assess the content under consideration. In addition to providing a measure of intercoder reliability, each set of assessments served as a learning tool. After the PSAs were coded and the data collected, each PSA was replayed and discussed. In the fourth and final round,

each coder was given the identical hour of content to code (from KUSA, the NBC affiliate in Denver). This hour was randomly selected from the tapes generated. Coders worked on this task on their own and then submitted their coding sheets for evaluation. The taped content contained 42 non-programming elements, including one public service announcement.

The study patterns its assessment of intercoder reliability with multiple coders after recent work in the area. As articulated by Potter and Levine-Donnerstein (1998), intercoder reliability using multiple coders is most powerfully assessed by having all coders independently assess the same content. To assess intercoder reliability, the study employed a two-way matrix: type of content by coder.

For each PSA, coders could make as few as 19 to as many as 47 decisions. This was a function of the number of sponsors linked with the PSA. For all other non-programming elements, coders had to make two decisions (type of content and length).

The degree of reliability was computed using a modification of Scott's pi designed to take into consideration the number of coders used and the number of choices associated with each coding decision (Potter & Levine-Donnerstein, 1998). This formula produces measures of agreement ranging from 0.00 to 1.00, with 1.00 representing perfect agreement.

**Assessment of Rounds 1-3:** For each PSA, investigators checked reliability for: non-programming category type, number and name identification of sponsors, geographic focus/production center, children's issue, target audience age, subject of primary message, identification of celebrities, and presence of phone number and Web site. In Round 1, reliability coefficients ranged from .75 to 1.00. In Rounds 2 and 3, coefficients ranged from .74 to 1.00 and .88 to 1.00, respectively. Across rounds, these reliability coefficients are strong and certainly in line with other work in the area. (see exhibit 37.)

**Assessment Round 4:** The primary investigators assessed reliability for non-programming type and length of message for each of the 41 non-programming elements on the tape that weren't PSAs. Coders who missed an element (i.e., because they considered the element part of the program) were included in the calculation for that element. For that element, they were scored as not being in agreement with other coders. For the PSA featured in the tape, reliability was assessed for non-programming category type, length of message, number and name identification of sponsors, geographic focus/production center, children's issue, target audience

age, subject of primary message, identification of celebrities, presence of phone number or Web site. (see exhibit 38.)

The reliability coefficient associated with non-programming type was .91. Across the 42 non-programming elements, it ranged from .47 to 1.00. The reliability coefficient associated with non-programming length of message was .95; the range of coefficients for message length was .63 to 1.00. Reliability coefficients for the PSA codes were quite high, ranging from .88 to 1.00.

EXHIBIT 37. Reliability Coefficients for Rounds 1-3

PSAs	Category Type	Number of Sponsors	Name of Sponsors	Geographic Focus	Children's Issue	Target Age	Subject of PSA	Celebrities	Inclusion of Phone Number	Inclusion of Web Site
Round 1 Coefficients	.84	.86	.89	.94	.93	.75	.91	.96	.95	.99
Round 2 Coefficients	.97	.89	.97	.94	.74	.79	.95	.99	.95	.99
Round 3 Coefficients	.93	.87	.91	.88	.98	.93	.88	1.00	.98	.99

EXHIBIT 38. Reliability Coefficients for Round 4

Non-programming Elements	Category Type	Length of Message
Coefficients	.91	.95

PSAs	Category Type	Number of Sponsors	Name of Sponsors	Geographic Focus	Children's Issue	Target Age	Subject of PSA	Celebrities	Inclusion of Phone Number	Inclusion of Web Site
Round 4 Coefficients	.88	.94	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

**Conducting the Coding**

Content was coded in a research lab located in the Department of Telecommunications at Indiana University. The lab contained nine workstations, each with a monitor and VCR. Monitors had earphones so coders could work side by side without distraction. The lab's blackboard and wall space were used to provide relevant information as coding progressed. This was particularly helpful when coding the nature and geographic sphere of operations for many sponsors who were not immediately or widely recognized. Once the determination had been reached for a sponsor, it was added to the board to assist coders.

Coders were permitted to work during the day and early evening. They coded one (three hour) tape at a time, picking the top tape from a stack of tapes provided for them. Coders were given individual file folders in a dedicated file cabinet. These folders stored their coding materials as well as tapes coders were unable to complete before they had to leave for class, work, meals, and a host of other activities. Tapes on the stack were randomly selected so that markets and channels were not consistently linked with specific coders. Tapes for Univision were stacked separately and coded by bilingual coders. At least one of the senior investigators was in or near the lab and available to answer questions at almost all times. After completing each tape, coders placed the tape and their code

sheets in one of two locations. The first location was for completely coded work. The second contained work for which the coder needed additional information. This almost always involved identification issues associated with the sponsors (i.e., was the sponsor a non- or for-profit organization? a regional or local organization?).

In addition to the senior investigators, one person was responsible for addressing sponsorship issues. Data about sponsors were tracked down in one of two ways. First, the sponsor's Web site was checked. This almost always provided information about the purpose of the sponsoring organization as well as the geographic scope of its activities. When this failed, or in cases where there was no Web site, sponsors were called.

Finally, at least one of the authors examined each coding sheet before data were entered.

**APPENDIX B:  
PROGRAMMING SAMPLE**

**EXHIBIT 39. Composite Week Sample, CNN**

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight – 3 AM	Los Angeles March 27	Dallas April 11	Chicago May 31	New York March 2	Denver April 21	Atlanta March 18	Seattle May 14
3 AM – 6 AM	Dallas April 24	Atlanta April 18	Los Angeles March 8	Seattle March 23	Chicago May 12	New York May 6	Denver April 16
6 AM – 9 AM	Denver April 3	Atlanta March 28	Dallas April 19	Los Angeles April 13	New York May 12	Chicago July 8	Seattle May 7
9 AM – 12 PM	New York April 24	Atlanta March 28	Dallas April 5	Denver March 2	Chicago June 2	Los Angeles May 6	Seattle April 2
12 PM – 3 PM	Denver March 6	Atlanta March 21	Chicago May 24	New York May 4	Los Angeles April 21	Dallas March 18	Seattle April 9
3 PM – 6 PM	Atlanta March 20	Denver March 14	Dallas April 19	Seattle March 2	Los Angeles April 14	New York May 13	Chicago April 23
6 PM – 9 PM	Denver April 10	New York March 28	Dallas July 19	Los Angeles March 23	Chicago March 10	Seattle May 6	Atlanta April 16
9 PM – Midnight	Dallas March 13	Chicago May 23	Seattle May 10	Atlanta March 2	New York March 10	Denver April 1	Los Angeles April 9

EXHIBIT 40. Composite Week Sample, NBC

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight – 3 AM	Dallas April 17	New York Mar 14	Denver May 10	Atlanta May 4	Los Angeles Mar 3	Chicago April 8	Seattle May 7
3 AM – 6 AM	New York May 15	Los Angeles April 18	Atlanta April 5	Dallas Mar 23	Chicago June 16	Seattle May 13	Denver May 7
6 AM – 9 AM	New York Feb 28	Dallas Mar 28	Atlanta Mar 8	Seattle April 6	Chicago April 21	Los Angeles Mar 25	Denver May 14
9 AM – 12 PM	Seattle April 10	Chicago Mar 14	Atlanta Mar 29	New York Mar 9	Dallas April 7	Los Angeles May 13	Denver April 2
12 PM – 3 PM	Denver Mar 20	New York Mar 7	Chicago Mar 29	Atlanta April 27	Los Angeles April 28	Seattle Mar 4	Dallas May 14
3 PM – 6 PM	Atlanta April 24	New York April 18	Seattle April 5	Dallas May 4	Chicago July 7	Denver May 13	Los Angeles April 16
6 PM – 9 PM	Seattle May 6	Denver May 9	Dallas May 15	Los Angeles April 13	Chicago Mar 24	Atlanta April 29	New York Mar 5
9 PM – Midnight	New York Mar 20	Denver May 7	Seattle May 10	Los Angeles Mar 16	Atlanta Mar 3	Dallas April 15	Chicago April 23

EXHIBIT 41. Composite Week Sample, NICK

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight – 3 AM	Dallas April 3	New York April 11	Seattle May 3	Chicago March 2	Los Angeles March 17	Denver April 1	Atlanta April 23
3 AM – 6 AM	Denver May 1	Seattle May 9	Los Angeles March 1	New York March 23	Dallas April 14	Atlanta April 1	Chicago March 12
6 AM – 9 AM	Seattle April 24	Denver Feb 29	Dallas May 17	Los Angeles March 23	Chicago April 7	Atlanta April 22	New York May 14
9 AM – 12 PM	New York April 24	Los Angeles May 9	Chicago March 15	Denver March 23	Dallas March 31	Seattle April 15	Atlanta March 5
12 PM – 3 PM	Chicago May 1	Dallas May 9	Denver March 29	Seattle March 9	New York April 14	Atlanta March 25	Los Angeles March 26
3 PM – 6 PM	Seattle May 8	Atlanta March 28	Dallas March 15	New York April 6	Chicago April 14	Los Angeles April 1	Denver April 30
6 PM – 9 PM	Los Angeles Feb 28	New York May 16	Atlanta April 12	Denver May 4	Seattle March 31	Chicago April 29	Dallas March 12
9 PM – Midnight	New York March 13	Chicago July 18	Los Angeles May 10	Atlanta March 2	Dallas March 31	Denver March 11	Seattle April 16

EXHIBIT 42. Composite Week Sample, TNT

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight – 3 AM	Chicago March 13	New York March 21	Seattle April 5	Dallas April 13	Atlanta March 31	Denver April 29	Los Angeles March 5
3 AM – 6 AM	Atlanta April 10	Los Angeles April 25	Dallas May 3	Chicago April 13	Denver March 31	Seattle March 4	New York March 12
6 AM – 9 AM	Los Angeles March 6	Dallas April 4	Atlanta May 3	New York June 1	Chicago June 16	Seattle May 13	Denver April 2
9 AM – 12 PM	New York March 6	Chicago March 21	Seattle April 5	Dallas May 4	Los Angeles March 17	Atlanta March 4	Denver May 14
12 PM – 3 PM	Denver April 10	Atlanta April 25	Los Angeles April 5	Chicago March 30	Dallas March 10	Seattle May 13	New York March 19
3 PM – 6 PM	Seattle April 17	Chicago April 4	Denver May 10	Atlanta March 2	Los Angeles April 14	Dallas March 18	New York May 14
6 PM – 9 PM	New York May 8	Los Angeles April 11	Dallas May 3	Chicago March 23	Atlanta March 17	Seattle April 22	Denver April 9
9 PM – Midnight	Chicago April 24	Dallas April 18	Denver March 8	New York March 23	Los Angeles May 12	Atlanta April 15	Seattle May 14

EXHIBIT 43. Composite Week Sample, ABC

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight – 3 AM	Chicago March 20	Seattle March 7	Atlanta April 19	Los Angeles April 13	Dallas March 17	New York May 6	Denver March 12
3 AM – 6 AM	New York April 17	Seattle May 2	Atlanta March 8	Los Angeles April 27	Denver April 7	Chicago March 4	Dallas March 19
6 AM – 9 AM	Chicago July 24	New York July 18	Seattle April 12	Los Angeles May 4	Atlanta March 10	Dallas March 4	Denver April 9
9 AM – 12 PM	New York March 27	Seattle March 21	Atlanta March 15	Los Angeles April 27	Denver April 14	Chicago May 13	Dallas March 5
12 PM – 3 PM	Chicago April 17	New York March 14	Seattle April 12	Los Angeles March 9	Atlanta May 12	Denver March 4	Dallas April 30
3 PM – 6 PM	Chicago March 27	Denver May 9	Atlanta March 1	New York April 20	Los Angeles March 24	Dallas May 6	Seattle April 30
6 PM – 9 PM	Chicago May 1	Denver March 21	Dallas March 15	Atlanta April 13	New York April 28	Los Angeles May 13	Seattle March 5
9 PM – Midnight	Dallas Feb 28	Seattle April 25	Atlanta April 19	Denver March 23	Chicago April 14	Los Angeles April 15	New York March 12

EXHIBIT 44. Composite Week Sample, CBS

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight – 3 AM	Chicago July 10	Denver March 14	Dallas April 26	Los Angeles April 20	New York May 12	Atlanta March 11	Seattle May 7
3 AM – 6 AM	Seattle Feb 28	Dallas April 11	Los Angeles March 29	Atlanta April 6	Denver May 12	Chicago March 4	New York March 26
6 AM – 9 AM	Seattle Feb 28	New York March 28	Denver April 26	Chicago May 11	Dallas April 28	Los Angeles April 15	Atlanta April 23
9 AM – 12 PM	Atlanta May 6	Los Angeles March 28	New York April 26	Denver May 4	Seattle March 3	Chicago April 29	Dallas March 26
12 PM – 3 PM	Los Angeles April 17	Denver April 4	Seattle May 10	New York March 30	Atlanta May 5	Dallas March 25	Chicago April 16
3 PM – 6 PM	Atlanta April 24	New York June 6	Seattle April 26	Los Angeles May 11	Denver May 17	Dallas April 1	Chicago April 16
6 PM – 9 PM	Dallas March 6	New York March 14	Atlanta May 10	Los Angeles May 4	Chicago April 7	Seattle April 1	Denver April 30
9 PM – Midnight	Atlanta April 17	New York March 14	Denver April 26	Dallas April 13	Los Angeles May 12	Chicago July 8	Seattle June 25

EXHIBIT 45. Composite Week Sample, ESPN

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight – 3 AM	Seattle March 13	Atlanta April 18	Denver March 22	New York May 11	Los Angeles April 28	Dallas March 11	Chicago May 7
3 AM – 6 AM	Atlanta April 17	Seattle March 7	Los Angeles April 12	Denver March 16	Chicago May 12	Dallas April 1	New York April 30
6 AM – 9 AM	Atlanta April 3	Dallas April 18	Seattle April 12	New York May 18	Denver March 31	Los Angeles March 11	Chicago May 7
9 AM – 12 PM	Seattle March 20	Chicago April 18	Atlanta March 29	Los Angeles April 13	Dallas May 12	New York May 6	Denver March 5
12 PM – 3 PM	Chicago May 8	Atlanta March 21	New York April 12	Los Angeles May 16	Denver May 5	Seattle April 1	Dallas April 23
3 PM – 6 PM	Dallas March 6	Chicago Feb 29	New York April 5	Los Angeles May 11	Denver March 31	Seattle April 29	Atlanta April 23
6 PM – 9 PM	Dallas April 17	Atlanta May 9	New York March 8	Chicago March 30	Denver April 14	Seattle March 18	Los Angeles April 9
9 PM – Midnight	Seattle March 20	Dallas May 9	Denver April 12	Los Angeles April 6	Chicago March 31	Atlanta March 4	New York May 7

EXHIBIT 46. Composite Week Sample, FOX

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight – 3 AM	Chicago March 27	Seattle April 18	New York April 26	Los Angeles May 11	Denver April 7	Dallas March 18	Atlanta April 16
3 AM – 6 AM	Los Angeles April 3	Atlanta April 18	New York April 12	Denver March 23	Dallas March 31	Seattle March 4	Chicago April 30
6 AM – 9 AM	Denver March 20	Seattle June 13	Dallas March 15	Los Angeles April 20	Chicago March 31	New York May 6	Atlanta March 12
9 AM – 12 PM	Atlanta March 20	Dallas Feb 29	Denver April 26	New York March 16	Chicago March 10	Seattle April 1	Los Angeles April 16
12 PM – 3 PM	New York May 15	Chicago April 11	Los Angeles March 15	Seattle April 20	Dallas April 14	Atlanta April 8	Denver April 2
3 PM – 6 PM	Los Angeles May 1	New York March 14	Denver March 8	Chicago March 23	Dallas April 28	Atlanta April 22	Seattle May 14
6 PM – 9 PM	Los Angeles April 10	Dallas April 25	Seattle April 5	Atlanta April 20	Denver May 5	New York March 18	Chicago April 2
9 PM – Midnight	Chicago April 17	Seattle March 28	Los Angeles March 15	Denver March 2	New York March 24	Dallas May 6	Atlanta April 30

EXHIBIT 47. Composite Week Sample, MTV

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight – 3 AM	Atlanta April 17	New York March 7	Denver March 22	Dallas March 30	Los Angeles March 3	Seattle May 13	Chicago April 30
3 AM – 6 AM	Seattle April 10	Dallas May 2	Atlanta March 1	Chicago April 6	Los Angeles May 5	New York April 1	Denver May 14
6 AM – 9 AM	Los Angeles April 24	Atlanta March 21	Dallas May 3	Denver April 27	Chicago March 3	New York May 13	Seattle March 12
9 AM – 12 PM	New York May 15	Dallas April 18	Atlanta March 15	Seattle April 6	Denver May 5	Chicago March 25	Los Angeles March 5
12 PM – 3 PM	Chicago May 8	New York Feb 29	Atlanta March 8	Denver March 30	Seattle April 7	Los Angeles April 15	Dallas April 2
3 PM – 6 PM	Chicago March 13	Atlanta March 7	Denver March 29	New York May 11	Dallas April 14	Los Angeles April 29	Seattle March 5
6 PM – 9 PM	Los Angeles May 1	Seattle Feb 29	Chicago June 28	New York April 13	Denver March 24	Dallas May 13	Atlanta April 9
9 PM – Midnight	Los Angeles April 3	Seattle March 7	Atlanta March 1	New York May 4	Chicago July 28	Denver April 15	Dallas March 26

EXHIBIT 48. Composite Week Sample, UNIVISION

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight – 3 AM	New York May 8	Los Angeles May 9	Denver April 26	Seattle March 23	Atlanta March 24	Dallas May 6	Chicago March 12
3 AM – 6 AM	Denver March 13	New York May 9	Seattle April 26	Chicago April 20	Dallas March 10	Atlanta April 8	Los Angeles March 12
6 AM – 9 AM	Dallas Feb 28	Chicago July 18	Los Angeles April 26	Seattle April 6	Atlanta May 5	New York July 22	Denver April 23
9 AM – 12 PM	New York May 15	Atlanta March 14	Chicago April 19	Seattle March 2	Dallas March 31	Los Angeles April 8	Denver April 16
12 PM – 3 PM	Chicago April 10	Los Angeles Feb 29	Seattle May 3	Denver April 27	New York March 10	Dallas March 25	Atlanta April 2
3 PM – 6 PM	Los Angeles May 1	New York March 21	Seattle April 19	Denver March 30	Chicago April 28	Dallas May 6	Atlanta March 12
6 PM – 9 PM	Denver March 13	Los Angeles March 21	New York March 29	Seattle April 13	Dallas April 28	Chicago May 6	Atlanta April 9
9 PM – Midnight	New York April 10	Los Angeles May 2	Dallas March 29	Atlanta March 9	Seattle April 21	Denver April 29	Chicago March 5

## APPENDIX C: LIST OF ISSUE CATEGORIES

### ANIMAL RIGHTS

- Take care of pets
- Other animal rights

### CIVICS

- Civic, cultural, ethnic pride/patriotism
- Support armed services and their personnel
- Join the armed services
- Support /vote for/utilize social welfare programs/reforms
- Vote

### COMMUNITY

- Community calendar
- Community organizations – not related to disease/support groups or to government:
  1. Describes what the organizations do/offer, how they help, without a call to action
  2. Describes the services offered and encourages people to call or make use of their services
- Become a member – not a volunteer – of community organizations

### EDUCATION

- College education is important; give people opportunity to go to college
- Enjoy art/culture
- Financial aid programs to attend school
- GED programs
- Literacy programs for adults
- Other programs/classes for adults
- Planning for college
- Programs for children and adolescents
- Programs for the learning disabled
- Promoting study of specific curricular areas
- Read/use the library
- Recruit teachers
- Stay in school
- Community schools
- Thank/respect/honor teachers for their efforts
- Work hard in school/maintain high academic standards/discourage cheating
- Other education

### ENVIRONMENT

- Conservation of natural resources prior to use
- Prevent environmental catastrophes
- Recycle
- Protect
- Other environment

**FAMILY AND SOCIAL CONCERNS**

- Adopt foster children/foster homes/take care of troubled children
- Be a good parent
- Communication between parents and children
- Engage in pro-social behavior
- Importance of the family unit
- Living on the street/homelessness/missing children/runaways
- Practice religion/religion can help you cope
- Protect children from adult content
- Other family and social concerns

**FUND-RAISING**

- Buy goods
- Donate goods or money to organizations providing a broad range of community services
- Donate money to support homeless, starving and/or sick children internationally
- Donate money (or cars) to support children in the United States
- Donate money to help/feed/work with/train the homeless in the United States
- Donate money to support civic structures
- Donate money to support education
- Donate money or goods to study and help eradicate diseases or to help hospital programs treating such diseases
- Humanitarian relief
- Participate in events to help raise money
- Other fund-raising

**GOVERNMENT SERVICES**

(Description of services offered at federal, state, and local levels)

**HEALTH****Alcohol**

- Heavy or binge drinking
- Drinking and driving
- Other alcohol

**Drugs Other than Alcohol**

- Illicit
- Prescription

**Substance Abuse Programs**

- Specific programs for alcoholism, other drug abuse

**Smoking****STDs****HIV/AIDS**

- Coping with AIDS/services for AIDS patients and their families and friends
- Don't discriminate against/be afraid of people with AIDS
- Organizations doing research/research about AIDS
- Prevention strategies
- Managing HIV/AIDS in the workplace
- Volunteer to help
- Other HIV/AIDS issues

**Diseases**

- Breast/ovarian cancer
- Colon/rectal cancer
- Prostate cancer
- Other cancer
- Heart
- Mental health
- Health facilities
- Learning disabilities
- Other diseases
- Donate blood, organs

**Services**

- Services for those with terminal diseases
- Community organizations offering health services

**Sexual Health**

- Abstinence
- Condom use
- Teenage pregnancy prevention
- Generic safe sex
- Other sex
- Pregnancy

**Health insurance****Wellness strategies****HUMAN RIGHTS**

- Antidiscrimination I, not primarily based on sexual orientation
- Antidiscrimination II, primarily based on sexual orientation
- Worker rights

**SAFETY**

- Physical safety
- Driving safety
- Other safety

**TRAINING/EMPLOYMENT TRAINING****OPPORTUNITIES****VIOLENCE/CRIME**

- Crime prevention – so viewer or others don't become victims
- Crime prevention – so viewer or others don't commit violence or get in trouble with the law
- Rape/date rape/incest/sexual abuse
- Domestic violence
- Gun safety
- Safety at school
- Other violence

**VOLUNTEERISM**

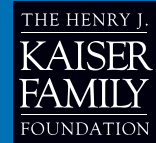
- Enlist, commit a full year or more of one's life
- Be a mentor
- Donate time for a variety of purposes, not a one-time commitment but not a full-time commitment either

**OTHER**

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