



# PUBLIC SERVICE ANNOUNCEMENTS

## *Analysis of 2009 TV & Radio PSA Airings by Day Part*

To contradict a popular misconception that PSAs only air in the “wee” hours of the morning, WestGlen analyzed the 2009 airings as reported from its television and radio monitoring services. The results:

### PERCENTAGE OF PSA AIRINGS IN EACH DAY PART:

#### Television

<u>Day part</u>	<u>Time</u>	<u>Airings</u>
Early Morning	5 a.m. - 9 a.m.	18%
Daytime	9 a.m. - 4 p.m.	19%
Early Fringe	4 p.m. - 8 p.m.	10%
Primetime	8 p.m. - 10 p.m.	4%
Late Evening	10 p.m. - 1 a.m.	13%
Late Night	1 a.m. - 5 a.m.	36%
	TOTAL	100%

#### Radio

<u>Day part</u>	<u>Time</u>	<u>Airings</u>
Morning Drive	6 a.m. - 10 a.m.	15%
Midday	10 a.m. - 3 p.m.	17%
Evening Drive	3 p.m. - 7 p.m.	12%
Late Night	7 p.m. - 12 a.m.	21%
Overnight	12 a.m. - 6 a.m.	35%
	TOTAL	100%

#### Executive Summary

- The majority of airings of a PSA occur in day parts other than “early morning,” which is consistent with analysis of past years. In television, 64% of the airings occurred in day parts other than the wee hours, and radio had 65% airings in other dayparts.
- An impressive 27% of radio airings took place during the mornig and evening drive times. This is considered “primetime” for radio.
- In comparing 2009 airings to 2008, there were no significant shifts worth noting. Some remained the same while others moved by only one to two percentage points