



For Immediate Release

RECESSION BENEFITS PUBLIC SERVICE ADVERTISING National Media Survey Reveals Top Social Issues

October 21, 2009 – Washington, DC – U.S. television media directors note that despite the recessionary times, it's a good time for public service advertising. In a nationwide survey, one in four media directors foresaw an increase in the amount of time their stations would be allotting for public service advertisements (PSAs.) Over 80% said their airtime allotment would increase or at least stay the same. The survey marks the second edition of The National Media Survey of Television Community Service Directors, an ongoing study conducted by Noral Group International, Inc.

"If there ever was a time for non-profits and the government to release PSA materials, this is it," said Eva Kasten, President and founder of Noral Group International Inc. "PSA airtime availability is the one thing in this recession that is not going down. There isn't very much good news in a recession, but this is the exception."

The National Media Survey of Community Service Directors assesses the needs, practices and perspectives of the media gatekeepers who determine what PSAs receive airtime and therefore which social issues will be addressed in their communities. With the new president and White House, this edition of the National Media Survey assessed what impact the new administration's policies and debates were having in our communities in the eyes of media directors.

Not surprisingly, when asked about the issues that President Obama has brought before Congress and the American public, 4 in 10 media directors cited health care as the most important issue to their viewers. High school graduation rates, energy conservation and good parenting skills also topped the list.

Media directors also had strong feelings about what issues they wanted our federal agencies to support through public service advertising. Education was top of the list, followed by the environment/energy conservation and kids.

"We're seeing that media directors are listening closely to the policy debates and evaluating what



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is important for the real-time needs of their communities. They have expressed clearly which of those issues they want addressed, and they are committed to airing PSAs to inform their audiences. With the increase in PSA time-slots, this is an exceptional opportunity for the federal agencies and non-profits to respond for social good.”

The National Media Survey of Television Community Service Directors is based on a survey of 130 television station community service and media directors from across the U.S.

For more information on Noral’s National Media Survey and to download the report, please visit www.noralgroup.com/news.

About Noral Group International, Inc.

Noral Group International, Inc. is a research-based public service advertising and social marketing firm in Washington, DC. With unique knowledge and a ten-year proven track record, Noral delivers results for clients in the government, non-profit and commercial sectors who value change for the public good.

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