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National Media Survey Names Financial Education the #1 Public Service Issue

December 9, 2008 – Washington, DC – U.S. television media directors named financial education as the #1 issue about which they are seeking government-produced Public Service Announcements (PSAs). Over a third of respondents said financial and economic issues is their greatest PSA need, and the issue they would most like to see the government help with. The survey marks the inaugural edition of The National Media Survey of Television Community Service Directors, an ongoing study conducted by Noral Group International, Inc.

“Given the pressure recent economic events have placed on American families, it is not a surprise to see media directors ask the government to step up to the plate with new PSAs to help,” said Eva Kasten, President and founder of Noral Group International Inc. “Media stations make it their business to know what their communities need, and they have clearly indicated their viewers need practical advice and help in this time of economic upheaval and uncertainty. They are looking to our government to provide leadership beyond just bank bailouts. PSAs offer a valuable vehicle to begin getting information out.”

Specific economic/financial topics most frequently mentioned by the community service directors in the survey included: home foreclosures, saving for retirement, home buying and mortgages.

The National Media Survey of Television Community Service Directors aims to give visibility to what’s on the minds of media stations when it comes to public service advertising. Given the limited government and non-profit resources to produce PSAs, it is important to direct those resources to the most vital issues. Ultimately, the survey information improves the potential that media stations will receive the types of PSAs they are seeking to best meet communities’ needs.

Additional takeaways from the survey include that 94% of the media directors said they believe their station has a responsibility to air PSAs. The average number of spots aired per station per month was 417.

“Perhaps the greatest news from this survey is the resounding commitment respondents evidenced to public service advertising,” said Kasten. “This confirmation, that television stations believe in what they are doing and take their PSA efforts seriously, is all the more reason for government and other non-profit organizations to give careful consideration to the stations’ perspectives and needs when producing PSAs.”

The National Media Survey of Television Community Service Directors is based on a survey of 100 television station community service and media directors from across the U.S.

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.

To receive a free copy of the December 2008 report from the National Media Survey of Television Community Service Directors, please email Molson@NoralGroup.com