



Benefits Outreach Toolkit: Guide to Using Radio PSAs

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Guide to Using Radio PSAs

If you're thinking of using a radio public service announcement (PSA) to reach Medicare beneficiaries in your community, here's a quick overview of what you will need:



Must Have

- At least one staff person to lead the process/be the point of contact with the vendor
- Financial resources to pay a vendor to develop/record the PSA, design and implement the radio airtime buy, and track results/deliver a final report.



Cost Considerations

It's important to note that costs for a PSA can vary widely depending on the size of the buy, how long you want the PSA to run, etc. It is recommended that you set aside **at least \$20-25K** for a three-week buy. This includes the cost for PSA recording/development, for the vendor to design and implement the buy, and to track results/deliver a final report.

Strategy overview

Since many older Americans still get their news and information from the radio, public service announcements, or PSAs, can be a good avenue to get the word out about the services you offer.

Working with a vendor

In order to launch a successful radio PSA, you will need to work with an outside vendor who can help you design the “buy” (i.e., the purchase of radio airtime) to meet your budget specifications, record the ad itself, and then schedule the purchase of airtime once the ad is ready. Working with a local firm that fully understands your community media market can give you the best bang for your buck.

Drafting a script

Most radio PSAs need to be 30 seconds or less, so you have limited time to get your point across. Make sure to include at least one phone number or website where listeners can contact you (better yet if it's easy to remember, such as www.OhioSeniorBenefits.com). If possible, repeat the phone number or website within the PSA. We have included a sample script in the Appendix for reference.



Benchmarks

While outcomes will vary based on the scope of your ad buy, here are some target benchmarks to shoot for if your buy is similar to the one outlined here.* These figures come from a pilot campaign which tested a 30-second radio PSA that aired for three weeks in southern Alabama. The PSA gave listeners both a phone number and website for seniors to seek assistance with applying for benefits.

- **Total calls received:** ~90
- **Total website conversions:** ~15
- **Total applications:** TBD

** It is important to note that some of the value of the PSA also lies in general awareness building, and in potentially reaching a different group of people who may not be familiar with benefits or your organization, or may not be reachable through other means (i.e., Facebook ads, telephone town halls).*

Appendix A: Sample Radio PSA Script

“Do you Qualify?” (:30)

If you're on Medicare and have a fixed income, there are benefit programs that can help you make ends meet. Find out if you're eligible for help with your Medicare premiums, electric bills, even groceries. Call your local Area Agency on Aging at **888-993-4529** or visit FindSeniorBenefits.org to see if you qualify. It's free and confidential. That's FindSeniorBenefits.org.

Brought to you by the South Alabama Regional Planning Commission and the National Council on Aging.