



2025 PSA Director Survey

Top 6 Trends Nonprofits Can't Afford to Miss



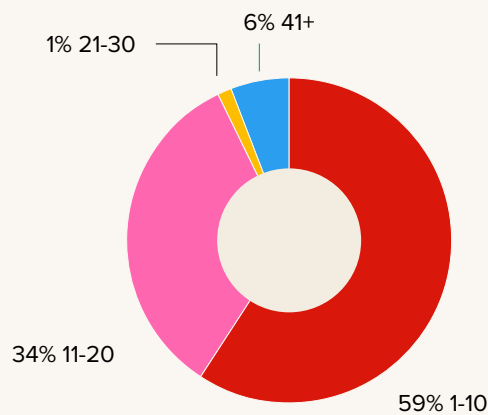
Public Service Announcements (PSAs) remain a powerful, cost-effective tool for nonprofit outreach. With 33% of 2024 donations influenced by PSAs, their impact is clear.¹ Yet, the PSA landscape is evolving. The 14th annual Yes& Connect360 survey of PSA Directors across TV and radio stations identifies six key trends nonprofits must understand to earn airtime and maximize reach.

The 2025 PSA Survey was distributed in April to Connect360’s list of TV and radio station PSA directors across the country.

1. PSA Airtime is more available than ever.

PSA Director respondents report receiving fewer than 20 PSA submissions per week, and 43% said airtime availability has increased. In 2024, Nielsen recorded more non-Ad Council PSA airings than at any point in television history—over 14.4 million. Campaigns managed by Connect360 grew 74% over five years, far outpacing the 33% growth across all TV PSAs. The average campaign earned 11,300 placements, with Connect360-managed PSAs accounting for one in five. A single PSA typically delivers \$5 million in donated value, with some exceeding \$20 million. This provides nonprofits with more than \$150 in media value for every dollar spent on distribution, tracking, and monitoring.²

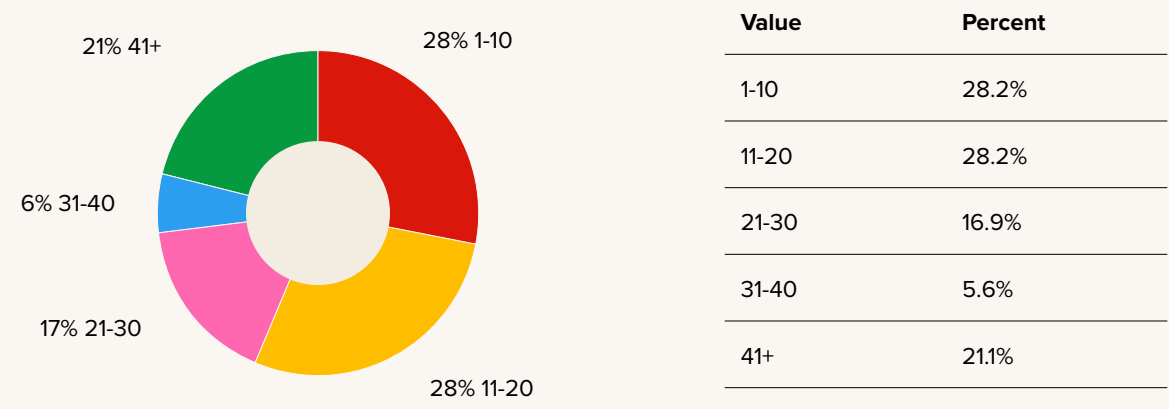
How many PSAs do you receive per week?



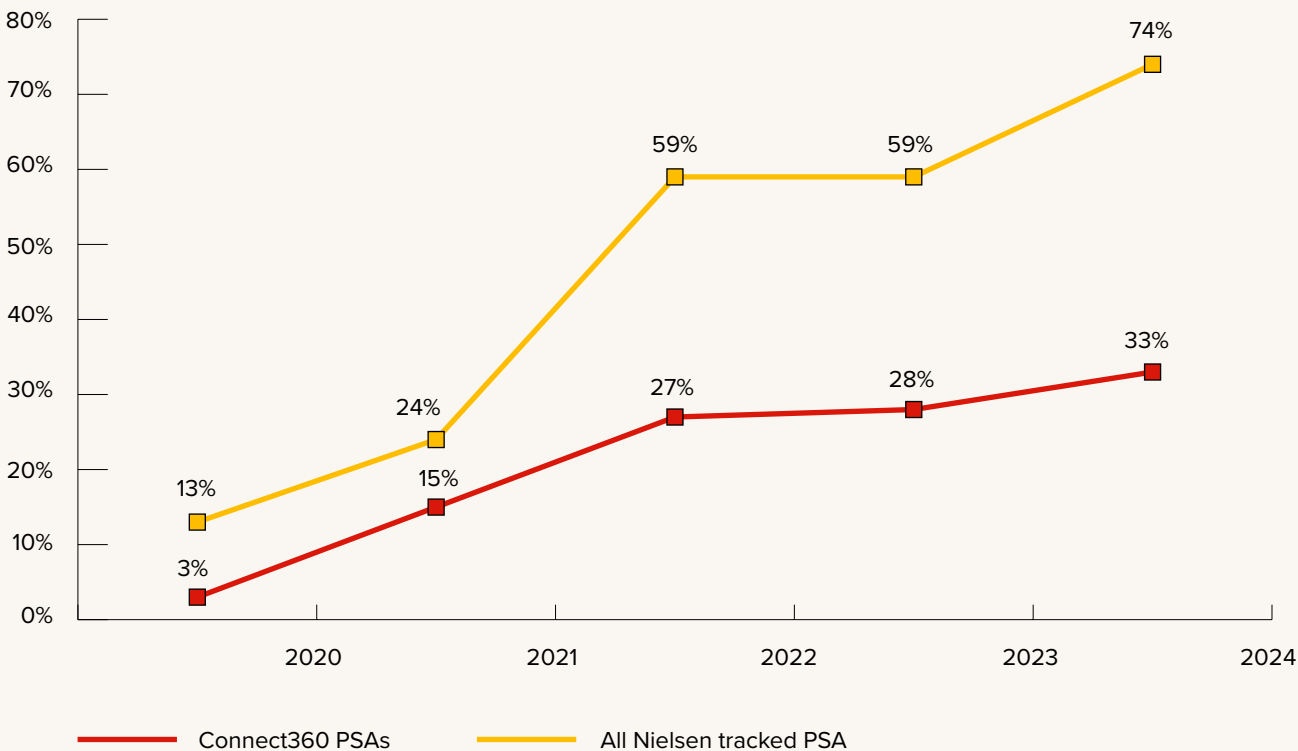
Value	Percent
1-10	59.2%
11-20	33.8%
21-30	1.4%
41+	5.6%

1. 2024 Williams Whittle Donor Survey
2. Connect360

How many different PSAs do your stations run per week?



Growth in TV PSA airings since 2019³



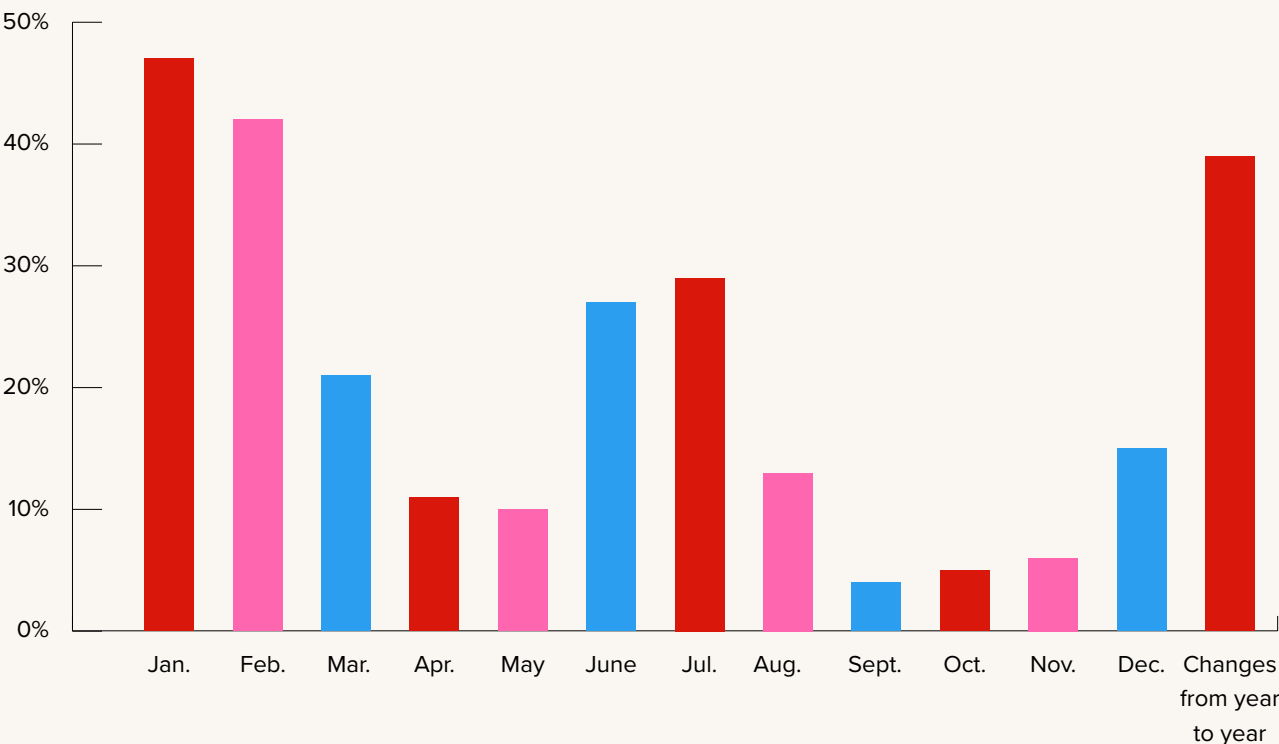
What this means: With fewer than 20 PSAs submitted weekly to most stations and more available airtime, nonprofits now have a greater chance to break through.

3. Connect360

2. Timing is everything: January and summer offer peak inventory.

Respondents reported that their stations have the highest PSA availability in January, February, and summer months. Fall and winter, particularly October to December, tend to be most crowded. Connect360’s 2024 airing data confirmed this pattern. Our historical survey data show that while February is sometimes slower, it saw high activity in 2024, comparatively. These fluctuations emphasize the need to understand long-term station usage trends and to avoid end-of-year PSA launches.

In which months do you have the most airtime inventory for PSAs? Select all that apply.



Seasonality of TV PSA airings⁴

	% Full Year Total Airings					
	2019	2020	2021	2022	2023	2024
January	8%	9%	8%	7%	8%	8%
February	8%	8%	7%	6%	6%	9%
March	9%	9%	9%	10%	9%	9%
April	9%	10%	9%	10%	9%	8%
May	9%	9%	9%	9%	8%	9%
June	8%	8%	8%	9%	10%	9%
July	8%	9%	10%	10%	10%	9%
August	8%	8%	10%	10%	9%	9%
September	8%	7%	9%	9%	9%	8%
October	9%	8%	7%	7%	7%	7%
November	8%	7%	6%	6%	7%	7%
December	9%	8%	8%	7%	8%	7%
Total Year	100%	100%	100%	100%	100%	100%

	Strong month (10% of full year total)
	Above average month (9% of full year total)
	Average month (8% of full year total)

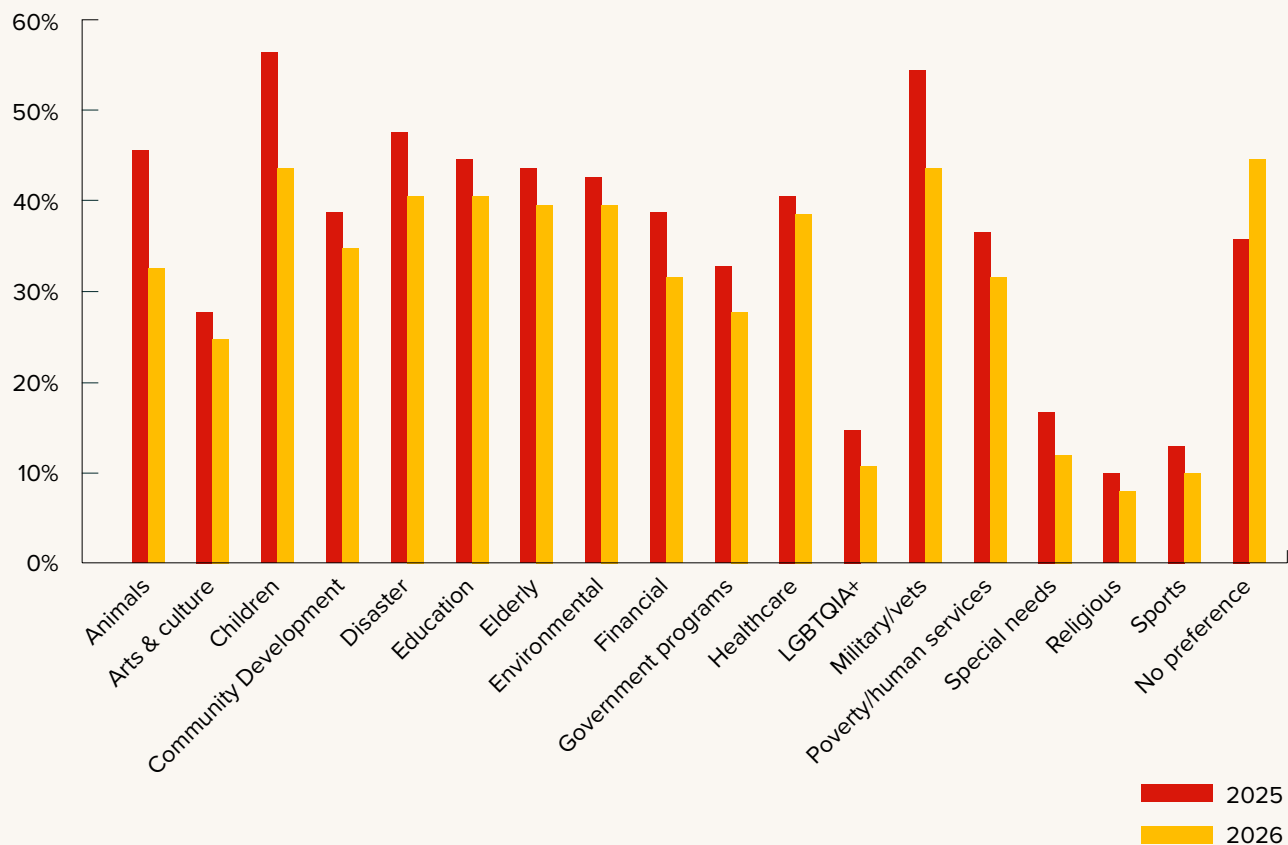
What this means: Plan major PSA pushes for Q1 or mid-year—not year-end.

4. Connect360

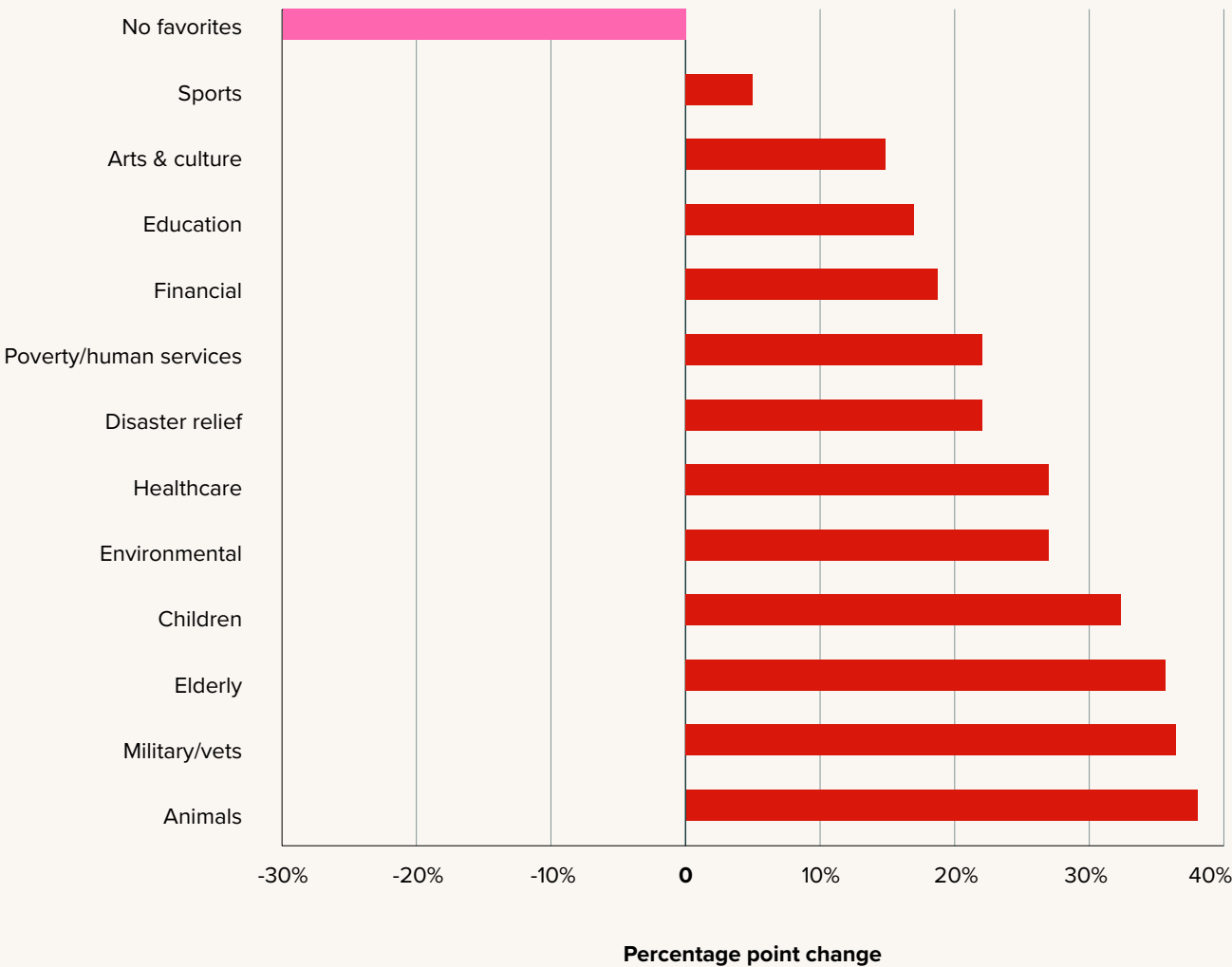
3. Themes tied to community relevance and values are on the rise.

In 2025, PSA Director respondents prioritized Children (58%), Military/Veterans (55%), Animals (47%), Healthcare (41%), and Education (46%). New this year, Government Programs & Initiatives received interest from 34% of respondents. For 2026, however, focus on these same themes declines: Children (44%), Animals (33%), and Military/Veterans (44%). The ‘No Preference’ category was the only theme to show a significant increase, rising from 36% to 45%, indicating that a growing number of PSA Directors are open to airing a wider variety of themes rather than favoring specific ones. Looking across our PSA Director Survey theme data across the past decade, the most notable gains were Animals (+40 pts), Military/Veterans (+38 pts), Elderly (+37 pts), and Children and Environmental (+33 pts each). Healthcare and Disaster Relief also grew steadily. Sports, Arts & Culture, and Financial themes consistently received low support. While 2025 showed a strong preference for focused, community-centered topics, 2026 appears more open-ended, with respondents possibly embracing a broader range of causes—but only if messaging and production remain strong.

PSA theme focus comparison: 2025 vs. 2026



Change in theme preference (2016-2025)

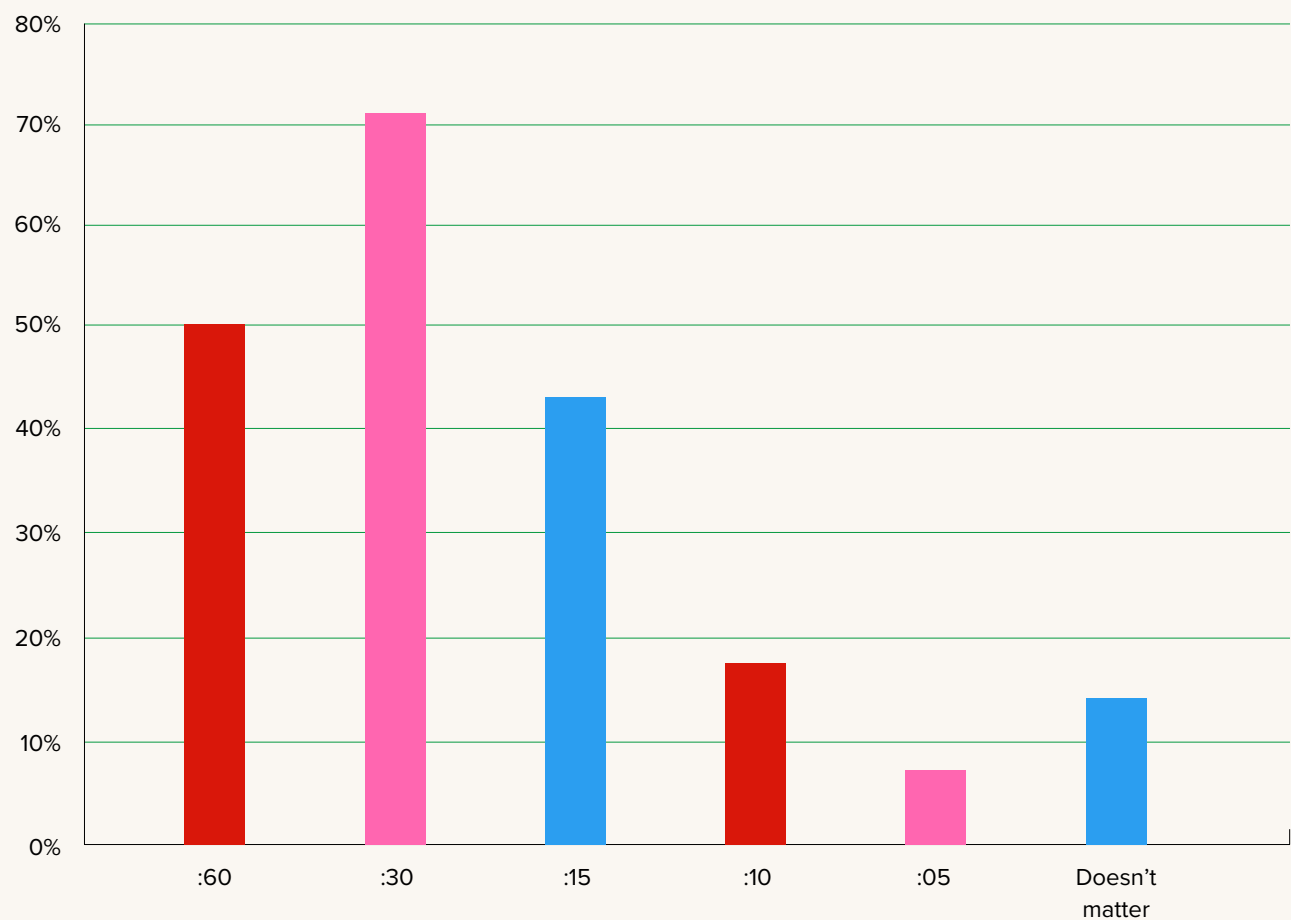


What this means: In 2025, PSA director respondents favored highly targeted, community-relevant themes like children, veterans, and animals. In 2026, preferences appear more varied, with a rise in “No Preference” suggesting openness to broader causes—provided the storytelling and quality remain strong. Over the past decade, the trend points to a clear demand for intentional messaging with real-world impact.

4. :30 spots remain the PSA standard.

PSA Director respondents reported the most inventory for :30-second spots. While :15s previously exceeded :60s in availability, the trend has reversed. In 2025, :60s now surpass :15s, though :30s remain the dominant format.

What spot lengths do you have the most inventory for?
Select all that apply.



What this means: Prioritize 30-second cuts as your lead format, and support with :60s, and :15s if resources allow.

5. Stations want PSAs that connect emotionally and creatively.

PSA Director respondents consistently emphasized the importance of strong creative, clear and concise messaging, broad appeal with local impact, emotional resonance, and compelling calls to action. A well-told personal story continues to outperform statistics and infographics.

The most important factor is that the PSA appeals to a **wide-ranging audience**. There are people who come from different lifestyles, but there are **common values** that are shared from living in a similar community, county, state, and country.

Make it local, attract our listeners on a personal level

Provide **PSA topics that relate** to the most listeners.

National to local
(how does your non-profit help my community directly/indirectly?)

Keep the message **clear and concise**.

Focus on **clarity, emotional resonance, and a strong call to action**.

A concise message
(what is your PSA for?)

State the mission
(how can the viewer help?)

Good quality **sound**, and **issues** that pertain to everyone, or a certain region.

What this means: Authentic human stories outperform stat-filled infographics every time.

6. High-quality, human-led production matters.

Respondents note that stations prefer PSAs featuring human voiceovers rather than AI-generated narration, and they favor factual, credible content. Messaging should avoid politics, religion, or controversy to maintain appeal across diverse audiences.

Reputable sources,
legitimate information,
factual content

Use of a **human voice**, not AI,
increases our likelihood of using it.
Same for good production values
and scripts/voicing that are not
stilted or unintentionally amateurish.

**Poor production quality, over the stated length,
poor execution of the script** (text and voicing). I
typically do an approximately quarterly update/
extension/purge of our PSA inventory, with
limited maintenance in-between, so tend to pass
on PSAs that mention a specific week or date.

political, religious,
controversy

Stay away from
WOKE

No reliance on AI generated images.
Can be used to enhance, but viewers
can tell the difference between real
and AI still. They don't want to feel like
they're donating to a robot.

What this means: Stay authentic and apolitical. Invest in real voices and credible content.

CONCLUSION

PSAs are a nonprofit's best media investment.

As media inventory grows and content preferences broaden, PSAs offer nonprofits a unique opportunity to gain significant exposure at minimal cost. The current PSA landscape rewards high-quality, authentic human stories with a strong call to action, combined with a targeted local media strategy that clearly connects the cause to community impact.

Yes& and Connect360 are trusted experts in this space—helping nonprofits navigate the PSA landscape, amplify their message, and achieve measurable results.



About Yes&

Yes& is an independent, fully-integrated creative agency serving clients across the commercial, education, non-profit, B2B, B2G, and government sectors. Yes& delivers “positivity + possibility” through an expanding suite of capabilities including strategy & research, creative & content, media, digital, social media, events, and communications. The agency serves clients nationwide from its headquarters in Washington, D.C., with additional hubs in Atlanta, Chicago and the Philadelphia areas. Yes& is one of the world’s fastest growing agencies according to Adweek, and The Washington Business Journal recently named Yes& the #2 largest privately-held ad agency in the greater DC area. They have also been recognized among the Inc. 5000 fastest-growing privately held companies in the U.S. for the seventh time.

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About Connect360

Connect360 Multimedia is America’s leading Public Service Announcement company. Connect360, which works exclusively with nonprofit organizations and government agencies, manages more PSA campaigns than any other company. It is the acknowledged expert in PSA valuation of earned media broadcast PSA campaigns for financial statement reporting. Connect360 is the go-to source for not for profit print, out-of-home, and digital marketing campaigns.

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