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## **PUBLIC SERVICE ANNOUNCEMENTS NOW PROVEN TO BE THE BIG WINNER OF THE ECONOMIC DOWNTURN**

### ***New Study Shows Television PSA Airings Up 30%***

NEW YORK, July 15, 2009 – West Glen Communications, Inc. (WestGlen) a broadcast and Internet public relations consultancy and production company, today announced the results of their television public service announcement (PSA) airings analysis proving that PSA usage was up by 30%. The analysis compared TV airings reported during the first six months of 2008 to the same period in 2009.

“Anecdotally, we all knew less ads sold meant more time available for public service announcements, but even we were stunned by the dramatic increase,” said Annette I Minkalis, Executive Vice President. “We are also seeing our PSAs airing in better day parts, presumably because prime time and other key day part advertising is down.”

With advertisers still shy about the economy and no heavy commitments being made for the fall, WestGlen forecasts the rest of 2009 will continue to offer nonprofits an unprecedented opportunity to have their PSAs aired.

“The take-away message for nonprofits is – even with donations down and tight budgetary times, this is a highly unique opportunity that shouldn’t be missed to gain visibility and increase donor awareness,” says Minkalis.

#### **About the analysis:**

The analysis was based on all airings reported WestGlen by The Nielsen Company’s Sigma™ tracking service during the period January 1 – June 30 for both 2008 and 2009.

#### **About WestGlen Communications:**

For nearly 40 years, WestGlen Communications has been the leading producer and distributor of public service campaigns. WestGlen’s extensive client roster includes many of the major nonprofit organizations, trade associations and government agencies. The company frequently conducts seminars on the topic of public service campaigns. Headquartered in New York City, WestGlen has regional offices in San Francisco, CA, and Washington, DC.