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NEW STUDY REPORTS PSAs AIR IN KEY TIMESLOTS AND TOP MARKETS

WestGlen Communications Reports Record Growth in PSA Services in 2008

NEW YORK, February 4, 2009 – West Glen Communications, Inc. (WestGlen) a broadcast and Internet public relations consultancy and production company, today announced that 2008 was a record year for their Public Service Division. The company tracked usage on 167 television and radio PSAs in 2008, which represented a 20% increase from the previous year. The 167 PSAs accumulated 1,209,946 airings, 6,956,518,571 audience and \$147,978,013 in media value.

“In addition to seeing how much our volume has grown, we also took a step back to see what we could learn from the data”, said Annette I. Minkalis, Senior Vice President, PSA Services. “We analyzed the usage data from two perspectives, one to dispel a common myth that PSAs only air when most people are asleep, the other, a belief that PSAs only air in small markets.”

Television

WestGlen divided the usage of the 389,448 television airings into day parts (as defined by A.C. Nielsen) and market.

The results showed that 34 percent of airings occurred between 9 a.m. and 10 p.m. - a very realistic period of time that most Americans are up and actively watching television. Sixty-six percent of airings occurred in the 20 hours from 5 a.m. and 1 a.m., leaving only one third (34 percent) of airings in what is perceived as the “wee hours” between 1 a.m. and 5 a.m.

In relation to market, ‘nationals’ – the broadcast and cable networks – accounted for 9 percent of airings. Thirty-three percent of airings were in the top 50 markets which is significant considering the bulk of the nation’s population resides in these markets. Overall, 49 percent of airings occurred in the top 100 markets with only 42 percent in markets 101 to 210+.

Radio

WestGlen divided the usage of the 820,498 radio airings into day parts and market. It should be noted that since the exact time of each airing was difficult to determine because so few radio stations in the U.S. are monitored for usage, WestGlen only analyzed those airings as reported to them by an independent radio monitoring company. For the purposes of this analysis, WestGlen used standard radio day part definitions, which differ from television day parts.

Of significant note, more than a quarter of the airings (27 percent) were in the popular “drive-times”, which is the radio equivalent to television’s “primetime”. Two thirds of airings were in regular waking hours between 6 a.m. and 12 a.m., leaving only one third of airings in the “overnight” hours.

Another significant statistic to emerge was that half of all airings occurred in the top 50 markets, with 68 percent in the top 100 markets. Thirty-one percent were in markets 101 to 210+. Only 1% of airings were “nationals”, however, this can be attributed to the smaller number of radio networks compared with the number of television broadcast and cable networks.

“We aren’t surprised by the record breaking year,” said Annette Minkalis. “As the economy took a downturn and advertisers started pulling out, more nonprofits took advantage of the commercial slots that opened up and scored big with airings in coveted time periods and markets...all for free.”

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.

TELEVISION CHARTS

Television Airings by Day Part	Time	Airings
Early Morning	5 a.m. - 9 a.m.	19 percent
Daytime	9 a.m. - 4 p.m.	21 percent
Early Fringe	4 p.m. - 8 p.m.	10 percent
Primetime	8 p.m. - 10 p.m.	3 percent
Late Evening	10 p.m. - 1 a.m.	13 percent
Late Night	1 a.m. - 5 a.m.	34 percent

Television Airings by Market	Airings
National	9 percent
Markets 1 – 10	11 percent
Markets 11 – 25	10 percent
Markets 26 – 50	12 percent
Markets 51 – 75	8 percent
Markets 76 – 100	8 percent
Markets 101 – 150	22 percent
Markets 151 – 210+	20 percent

RADIO CHARTS

Radio Airings by Day Part	Time	Airings
Morning Drive	6 a.m. - 10 a.m.	13 percent
Midday	10 a.m. - 3 p.m.	16 percent
Evening Drive	3 p.m. - 7 p.m.	14 percent
Late Night	7 p.m. - 12 a.m.	24 percent
Overnight	12 a.m. - 6 a.m.	33 percent

Radio Airings by Market	Airings
National	1 percent
Markets 1 – 10	17 percent
Markets 11 – 25	18 percent
Markets 26 – 50	15 percent
Markets 51 – 75	10 percent
Markets 76 – 100	8 percent
Markets 101 – 150	14 percent
Markets 151 – 210+	17 percent

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