

BROADCASTERS

Cafe

A NEWSLETTER ON CURRENT
BROADCASTING TOPICS
PRODUCED BY GOODWILL
COMMUNICATIONS



VOLUNTEERS OF AMERICA AND MAJOR LEAGUE BASEBALL PLAYERS GET IN THE ACTION



Volunteers of America and the Major League Baseball Players Trust have teamed up to encourage high school students to get involved in their communities and help those in need. Action Team, a national youth volunteer initiative designed to inspire and train the next generation of volunteers, is composed of Major League baseball players and area high school student Team Captains.

As a result of the Action Teams' efforts, thousands of high school students around the country are going to bat for their communities with volunteer activities. All teens can pitch in like Major Leaguers to make a difference where they live. Action Team Captains throughout the country help spread the message about the importance of community service.



Continued on right inside flap

AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS LAUNCHES NATIONAL EDUCATION CAMPAIGN TO REDUCE DISTRACTED DRIVING



STUDY SHOWS OTHERS DRIVE BADLY BUT MY DRIVING IS SAFE

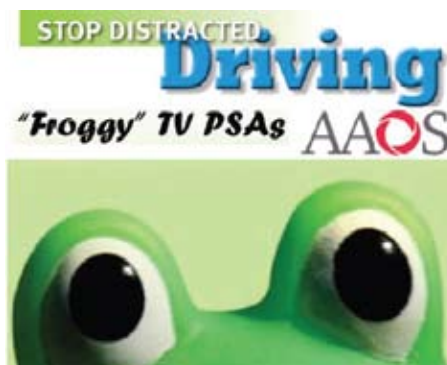
By Bill Goodwill

Just when deaths and crashes from drinking and driving have fallen to an all-time low, it is estimated that up to 500,000 people are injured in car crashes caused by distracted drivers. And while many drivers recognize bad driving

behavior in others, many of them do not think they practice those same behaviors.

According to an AAOS-Harris Interactive Survey conducted among 1,500 adult driving age adults:

- 99% of respondents report seeing other drivers talking on a cell phone and only 61% report that they have done it.
- 87% said they have seen other drivers grooming themselves whereas only one out of five (18%) report that they have done it.
- While 83 percent of respondents claim to drive safely, they believe only 10 percent of others are safe drivers.



Continued on left inside flap



GOODWILL COMMUNICATIONS LAUNCHES PSA DIGITAL® PLATFORM

A SITE WHERE MEDIA CAN DOWNLOAD
HIGH-QUALITY DIGITAL FILES

One does not need to be Nostradamus to see that the way we consume media and the way the media receives programming is undergoing dramatic change.

Book stores such as Borders are in bankruptcy, largely due to digital downloads. Fifteen million Apple iPads were sold last year; most of the largest circulation newspapers experienced a decline in readership; and YouTube claims more than 14 billion viewers with 35 hours of new videos uploaded to the site every minute.



“While the traditional method of getting video content to the media has been via video tape and CDs, we believe all of that is going to change to digital downloads in the very near future,”

observes Bill Goodwill, CEO of the firm that bears his name. “This is going to revolutionize distribution procedures, particularly for public

service announcements and other short form programming that does not involve huge file sizes. Concurrent with this trend are better file suppression techniques that permit larger files to slip through firewalls,” he observed.

For clients, it is going to mean a huge cost savings, because for TV PSA campaigns, video duplication represents the largest cost to the non-profit sponsor. Further, it will eliminate the cost and time it takes to print a variety of collateral materials that have traditionally been sent with the tapes to stations. Once they embrace the change, stations will also see that it is much easier to view and schedule PSAs, since it can be done with the click of a button, meaning this is a win-win solution for both the non-profit sponsor and media alike.

CURRENT CAMPAIGNS

Presently, there are files for six different organizations on the PSA Digital site, and to download digital files for any of these campaigns, go to: www.goodwillcommunications.com/PSADigital.aspx



A campaign to prevent or reduce the incidence of distracted driving, sponsored by the American Academy of Orthopaedic Surgeons. Files can be downloaded for TV, radio, print and out-of home media.



A TV PSA titled “Dedication,” which thanks the armed forces for the contributions and sacrifices they make for our country, produced by Goodwill Communications.

ACTION TEAM PROMOTING VOLUNTEERISM

A TV and radio PSA campaign sponsored by Volunteers of America and the Major League Baseball Players Trust to encourage high school students to volunteer for local community service projects.



SELECTIVE SERVICE PROVIDES VIDEOS ON HOW TO FINANCE COLLEGE

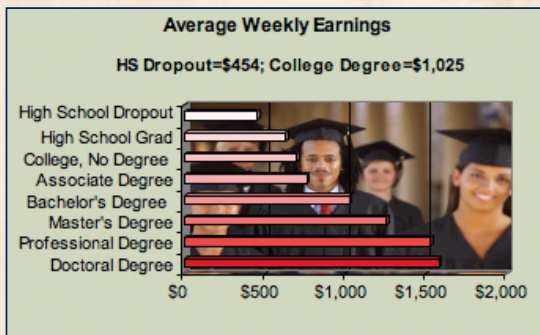
Some Alarming Data

Everyone knows that there is a direct correlation between education and earning, but here is some trend data that puts the issue into sharp focus

- According to Postsecondary Education Opportunity research, 75 percent of students from high-income families complete college by age 24; yet only 9 percent of students from low-income families complete college by this age.
- By 2025 there will be a shortage of 23 million college-educated adults in the U.S. workforce at current rates of production of college graduates.
- The Advisory Committee on Student Financial Aid reports that while 94 percent of high school graduates from the highest income families enrolled in postsecondary institutions, only 54 percent of those from the lowest income families pursued higher education.
- Staying in school clearly pays. According to the latest data, average incomes ranged from \$13,459 for a male high-school dropout to \$90,761 for a male with an advanced degree.

For many families, the problem is one of finances, and as part of its goal to keep young people striving for advanced education, the Selective Service System, has created 25 Tips to Afford College. You can download broadcast quality digital files for each of them at www.goodwillcommunications.com/PSADigitalFiles.aspx?campId=168

25 TIPS TO AFFORD COLLEGE



SUICIDE PREVENTION

“Perspectrives” is a TV PSA campaign to try and prevent suicides among our armed forces personnel, produced by the U.S. Department of Veterans Affairs.



SOCIAL SECURITY ONLINE

The latest PSAs from the Social Security Administration unite two icons of American television and film, Patty Duke and Star Trek’s George Takei. The two stars are in situations that are educational as well as entertaining, telling the public to Boldly Go to www.socialsecurity.gov to apply for retirement, disability, Medicare, and other benefits.



CITIZENS TAKE BACK THE ROAD!

The Decide to Drive campaign, riding a slogan of “Behind the wheel, there is no such thing as a small distraction” is the Academy’s most comprehensive awareness effort ever, Ms. Gordon says.

Along with the public service messages, that will be sent to TV, radio and print media, the campaign includes a school curriculum, involving 10,000 teachers, that brings orthopaedic surgeons into the classroom to discuss the issue. A toolkit is also being distributed to members and AAOS’s 50 state societies to get the word out and the community level.

To kick-off the campaign, AAOS staged a press conference in early April at the National Press Club in Washington, DC. At the conference the results of a Harris poll on distracted driving were released to the media.

PSA materials are being distributed to 8,000 broadcast, cable, radio, print and out-of-home media and an interactive press release is being distributed to 30,000 journalists and online media outlets via PR Web.

The media can also download high-quality campaign materials from a special website www.goodwillcommunications.com/PSADigitalFiles.aspx?campId=166

Since airport passengers tend to be younger and upscale – the audience for the distracted driving campaign – airport dioramas and bus shelter posters are an important part of the campaign. Nearly 400 airport dioramas are posted at airports throughout the country, including 20 at Washington DC’s Dulles and Reagan National Airports because of the city’s important policy-making role. Bus stop posters are also placed throughout the central business district of Washington, DC.



A passenger stops to view a diorama on the distracted driving campaign at Washington DC’s Reagan National airport.

“AAOS” continued from front page



WHY AAOS CARES

As the leading professional organization representing America’s orthopaedic surgeons, AAOS member physicians are often the ones who put bones and limbs back together after traumatic injuries, including car crashes.

“We see life-changing injuries from distracted-driving related crashes every day. We want

people to know that making phone calls, or sending text message simply isn’t worth the risk. Orthopaedic surgeons want to prevent the pain, suffering and devastating injuries associated with crashes related to distracted driving,” said Michael F. Schafer, MD, chair of the AAOS Communications Cabinet.

Some brief facts on the problem:

- The National Safety Council data indicate that every 26 seconds there is a car crash due to talking and texting on the phone while driving – contributing to 90,031 crashes in the first month of this year alone.
- A Nationwide Insurance public opinion poll showed 81 percent of the public admitted to talking on a cell phone while driving. Those people are four times more likely to be involved in a crash.
- National Safety Council (NCS) estimates that nearly 28 percent of crashes – about 1.6 million a year – can be attributed to cell phone talking and texting while driving.

What makes the above trends even more serious is that cell phones are just one of many forms of driver distractions, with many drivers trying to maintain order in their vehicles with noisy children, perhaps eating on the run, putting on make-up and even reading while driving.

“One of the unique aspects of this campaign is that it encourages people to plan ahead before getting behind the wheel,” observes Wade Newton, Public Relations Director for the Auto Alliance, a campaign sponsor.

“The campaign website at www.decidetodrive.org provides a way to report on unsafe behavior, which hopefully will result in less distracted driving in the long term,” he said.



VA LAUNCHES NEW PSA ON SUICIDE PREVENTION

SUICIDE PREVENTION HOTLINE PROVIDES VETERANS 24/7 ACCESS TO HELP

The U.S. Department of Veterans Affairs (VA) launched a new public service ad campaign to address the critical need to help veterans in crisis by raising awareness about suicide prevention resources such as the Veterans Suicide Prevention Hotline.

“On average, 18 veterans per day take their own lives,” said Sonja V. Batten, Ph.D., Assistant Deputy Chief Patient Care Services Officer for Mental Health. “As more Veterans return from Iraq and Afghanistan, the critical need for mental health care is rising, and VA is increasing its efforts to reach out to Veterans in need, and their families, about resources and services available to them.”

The new PSA, entitled “Perspectives,” encourages Veterans in crisis to call the national suicide prevention hotline number 1-800-273-TALK (8255) and then “push 1” to reach a well-trained VA mental health professional who can assist the Veteran 24 hours a day, seven days a week.

“Suicide is a preventable public health problem,” said Batten. “Every Veteran suicide is a tragic outcome and regardless of the numbers or rates, one Veteran suicide is too many. We feel the responsibility to continue to spread the word throughout the nation that ‘Suicide Prevention is Everyone’s Business.’”

The Veterans Suicide Prevention Hotline, which is part of the National Suicide Prevention Lifeline, was started in 2007 as a partnership between VA and the Substance Abuse and Mental Health Services Administration (SAMHSA).

To date, more than 379,000 callers have called the Veterans Suicide Prevention Hotline, and more than 200,000 of these callers have identified themselves as Veterans or family members or friends of Veterans. To date, the hotline has led to more than 13,000 rescues of actively suicidal Veterans.

The Veterans Suicide Prevention Hotline also operates an online Veterans Chat program, which provides Veterans,

their families and friends with the ability to communicate anonymously online in real-time with a trained VA mental health professional. Veterans Chat can be accessed through the National Suicide Prevention Lifeline’s web page at suicidepreventionlifeline.org/Veterans/Default.aspx.



Every Veteran suicide is a tragic outcome and regardless of the numbers or rates, one Veteran suicide is too many.

Through the Hotline and Veterans Chat, VA can connect Veterans and their families with important services, including suicide prevention coordinators, and general inpatient and outpatient psychiatric services at VA Medical Centers and community-based outpatient clinics.



Home
Get Help
Veterans
Materials
Get Involved
Crisis Centers
Newsroom
About

"VOA" continued from front page



Launched in Denver, Colo. in 2003, the Action Team program now enjoys the support of more than 160 high schools in 34 states and Puerto Rico. To date, the Action Team has inspired more than 26,000 high school students to help more than 111,000 people in need. During the 2010-2011 school year more than 800 Action Team Captains have planned more than 400 volunteer projects in their communities.

Action Team members recruit fellow high school students to volunteer in projects developed by the Action Team to make an impact and/or address a need in the community. The Action Team members' goal is to help others – whether it's out in the community or inside the classroom. Service projects vary in each school but may include:

- Sorting and distributing new books to low-income children
- Reading to children and assisting teachers in day care and Head Start programs
- Serving meals at homeless shelters and senior centers
- Working at activities and events in Volunteers of America's affordable housing facilities
- Collecting food, clothing, gifts and other needed items
- Hosting holiday parties and crafts activities with intellectually and developmentally disabled adults

"The Action Team program is free and takes some of the burden away from those in charge of a school's service-learning and/or community service program," said Tanisha Smith, National Director of Volunteer Services for Volunteers of America. "Participating schools receive exclusive access to monthly telephone conference calls featuring Major Leaguers, unique service-learning project ideas, certificates of achievement signed by Major Leaguers and other motivational materials to help promote the importance of volunteering in their communities."

While the types of local activities that students can pursue are diverse, Action Team Captains have to organize a minimum of

two community service projects during the school year. These can be food or clothing drives, or other events such as landscaping and beautification projects, interactive sports tournaments or similar activities. They are also required to present to groups of other students in their school, where they will distribute the Action Team brochure and show an informational video on the program. Before the end of the school year, Action Team Captains submit a written reflection about their volunteer experiences as members of the Action Team.

PSAs TO SPREAD THE WORD

To encourage schools and students to participate in the program, Volunteers of America and the Players Trust have launched a national public service advertising campaign comprised of TV and radio public service announcements. The TV PSAs include Carlos Peña (Chicago Cubs), Chris B. Young (Arizona Diamondbacks) and Michael Young (Texas Rangers) and more than 30 high school students from the Dallas/Ft. Worth area – most of them members of the Action Team. Together, they perform various volunteer activities, encouraging students, teachers and administrators to join them by asking: "Are you in?" The call to action is to visit the dedicated Web site at www.ActionTeam.org, where schools can download an application to start their own local Action Team. The TV PSAs will be sent to more than 3,700 TV and radio stations in all 50 states and major markets, as well as national broadcast and cable networks.



Action Teams are administered by Volunteers of America local offices in 20 cities and 110 schools across the United States, including: Boston, Chicago, Cincinnati, Cleveland, Dallas/Ft. Worth, Denver, Detroit, Houston, Indianapolis, Minneapolis, Mobile, New York City, Oakland, Philadelphia, Pittsburgh, Portland (ME), San Francisco, Seattle, Tampa and Washington D.C. In addition, there are more than 50 schools participating in the online Action Team programs, which span from San Juan, Puerto Rico to Maui, Hawaii.

MEET ACTION TEAM CAPTAINS



In 2010, **Trevor Enos**, an Action Team Captain at Lincoln High School in Stockton, Calif., was inspired to start an Action Team at his school during his junior year to combine his love of baseball with an interest in volunteering. Today, in addition to organizing a 5K/10K Run for Hunger food bank benefit, Trevor dedicates his time to the Packed with Pride campaign, saying that his efforts to create care packages for soldiers overseas has touched him as much as it has touched his community.



Esteban Soler is a four-year member of his school's Action Team, Queens Vocational and Technical High School in Long Island City, N.Y. His team helped improve Flushing Meadows-Corona Park by cleaning, raking and painting, and spending time after school with children whose parents are incarcerated.



Diana Duong, an Action Team Captain from Mount Eden High School in Hayward, Calif., dedicates her time to working hands-on with children at a local housing complex, planting flowers at her school and fundraising for the Pastime for Patriots foundation with Oakland A's pitcher Brad Ziegler.



Sarah Ritter, an Action Team Captain from Seton High School in Cincinnati, Ohio, has made a difference in her community by raising money for breast cancer awareness, coordinating a holiday fair for children and restoring the beauty of Cincinnati-area parks and neighborhoods. Also, Sarah was rewarded for her hard work with a \$1,500 college scholarship from the Major League Baseball Players Trust in 2010.





GOODWILL

COMMUNICATIONS

PSA Distribution/Packaging/Evaluation

Helping You Achieve Your Critical Mission Via Advocacy Advertising

Northern Virginia Office:

9829 Summerday Drive

Burke, VA 22015

703-426-0881 (v) 703-426-0883 (f)

www.goodwillcommunications.com (corporate website)

www.psaresearch.com (PSAResearch Center)

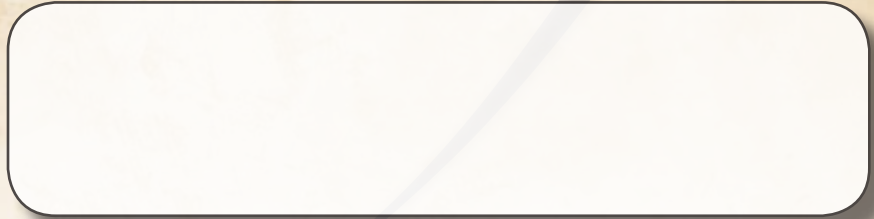
Florida Office

2300 NE 33rd St. Suite 901

Fort Lauderdale, FL 33305

954-354-6832 (Land) 571-237-7333 (Cell)

BROADCASTERS



VOLUNTEERS OF AMERICA LAUNCHES NEW CELEBRITY PSA CAMPAIGN

JOAN AND MELISSA RIVERS ENCOURAGE FAMILIES TO DISCUSS AGING CARE

Americans are facing one of the most dramatic demographic shifts in history as a projected 71.5 million people will be age 65 or older within the next two decades. In response to the demands this will have on our current health care system, Volunteers of America has been conducting studies, holding panel discussions with aging experts and engaging both the media and the public.

It is no secret that later in life, many people start to develop a variety of chronic health problems. In some cases, individuals have to cope with several chronic diseases at the same time. How seniors can manage their health and their finances frames the background for a new public service advertising (PSA) campaign launched by Volunteers of America.

The TV PSAs feature celebrities, Joan and Melissa Rivers using humor to discuss a serious subject – how families should care for their elders. In the TV PSAs Joan and Melissa, are trying to have a conversation about Joan’s wants and needs as she grows older, but Melissa doesn’t want to talk about something that is painful to her. The PSA ends with the tagline: “No matter who you are, it’s not easy talking about

aging,” indicating that no one is exempt from the aging process, or the need to prepare for their care as they grow older.

Studies show that most people have an idealized view of aging. They imagine themselves bouncing their grandchild on their knee, taking up a new sport or hobby or maybe traveling the world. Unfortunately, in many cases, life’s realities set in and older Americans realize they may not have enough savings to do many of the things they had planned, or to even afford good health care.

“This is one of the most important public education efforts we have ever initiated,” said Mike King, national president and CEO of Volunteers of America. “Early discussions are key to helping families plan for each other’s care. Too often, we wait for a crisis to hit, leaving us with limited choices made under duress.”

“We all need to take that critical first

step and talk about aging care issues with our families before it’s too late. Start that conversation now.” Mike King

The PSA also provides viewers with valuable information to help them address this often overlooked, but necessary discussion with their loved ones by visiting a special page on the Volunteers of America Web site: www.voa.org/talk

On the site, visitors can view the PSAs, share stories about their loved ones and get guidance on how to talk to your loved ones.

Volunteers of America is a national, nonprofit, faith-based organization dedicated to helping those in need live healthy, safe and productive lives. Since 1896, their ministry of service has supported and empowered America’s most vulnerable groups, including seniors, people with disabilities, at-risk youth, men and women returning from prison, homeless individuals and families, those recovering from addictions and many others.

Through hundreds of human service programs, including housing and health care, Volunteers of America helps more than 2 million people in over 400 communities.

**“GROW UP!
I’M OLD!”**
JOAN RIVERS

