



"Helping You Achieve Your Critical Mission via Advocacy Advertising"

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www.goodwillcommunications.com
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"Aging with Options™," an initiative aimed at transforming the way seniors receive care by providing home- and community-based services to allow older Americans to remain at home longer and not move prematurely into a nursing home



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 America's most vulnerable groups, including seniors, people with disabilities, at-risk youth, men and women returning from prison, homeless individuals and families.

For more information about the Rivers campaign, visit www.VolunteersofAmerica.org or call Doug McAllister at 703-341-7040.

VOLUNTEERS OF AMERICA AND THE MAJOR LEAGUE BASEBALL PLAYERS TRUST CAMPAIGN

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.

The Action Team program now enjoys the support of more than 181 high schools in 36 states and Puerto Rico. To date, the Action Team has inspired more than 38,500 high school students to help more than 142,000 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 arts/crafts activities with intellectually disabled adults.

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.

For more information about the Action Team campaign, visit www.VolunteersofAmerica.org or call Tanisha Smith at 703-341-5078.

Fall/Winter 2011



HIGH QUALITY PUBLIC SERVICE ANNOUNCEMENTS FOR YOUR STATION

AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

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. To address this serious public safety issue, the American Academy of Orthopaedic Surgeons (AAOS) has produced a new TV PSA entitled "Froggy."

A Nationwide Insurance public opinion poll showed that 81 percent of the public admitted to talking on a cell phone while driving. The National Highway Traffic Safety Administration estimates that 11 percent of drivers at any point during the day are talking on cell phones while driving. Those people are four times more likely to be involved in a crash.



But cell phones are only part of the distracted driving problem. Today's high tech vehicles are equipped with GPS video screens, CD players and other activities that can distract the driver. Given that many drivers are multi-tasking, trying to maintain order in their vehicles with noisy children, perhaps eating on the run, and you have a perfect storm for road disaster.

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.

A key component of the campaign is a partnership with the Auto Alliance and the Orthopaedic Trauma Association which are helping to spread the word through an interactive website called Decide to Drive at www.decidetodrive.org. The site features a map that will pinpoint where drivers have reported incidents of distracted driving and site visitors will be able to see different occurrences for their particular part of the country. The media can also download broadcast quality TV PSAs from a special website at: <http://www.goodwillcommunications.com/PSADigitalFiles.aspx?campId=166>.

For more information, contact Sandra Gordon at 847-384-4030.

AIR FORCE

Life is all about making choices. Staying in school, working hard and staying away from bad influences are all great choices. Other choices may involve the use of new technologies or seeking a path that can make a difference in the world. The Air Force understands that young people have many decisions to make every day and the choices they make today will impact their future. In our latest PSA, "Choices: Richard Petty," the "King of NASCAR" stresses

the importance of paying attention when you're behind the wheel. "Please, don't text and drive, it could be the last text you ever send." He cites a U.S. Department of Transportation study that shows distracted drivers are four times more likely to be in a serious accident.

In the second PSA, "Choices: Saving Lives," we see a young man who wonders where his life will lead him. While working as a lifeguard, he realizes his



passion for saving lives is a perfect fit for a career as a Special Operations Pararescuer with the U.S. Air Force.

Pararescuemen are Air Force special operatives tasked with recovery and medical treatment of personnel in humanitarian and combat environments. They are the only members of the DoD specifically organized, trained and equipped to conduct personnel recovery operations in hostile or denied areas



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as a primary mission. Also known as "PJs" (Pararescue Jumpers), these special operations units are also used to support NASA missions and have been used to recover astronauts after water landings. For more information about these or other Air Force PSAs, please call Jimmy Spacek at 210-565-0524.

AMERICAN LEGION

American Legion PSAs Offer Viewers Ways to Do More Than Simply Say 'Thanks'

As our military men and women return home from Iraq and Afghanistan, we Americans should consider every day, Veterans Day. It is the day our nation recognizes and celebrates the service of those who have worn the uniform of the five armed services of the United States.

The enclosed PSAs call on fellow citizens to recognize the unique needs that befall today's returning warriors. For example, one PSA reminds potential employers that hiring veterans is good for business and productivity. The American Legion is working with employers to hire returning veterans by partnering in job fairs and offering small business workshops for those who served.

Another PSA acknowledges the role of women serving in the military today, and that they have unique needs that need to be addressed. With the Heroes to Hometowns program, many Legion posts coordinate community-wide resources to welcome returning veterans of the Iraq and Afghanistan Wars back home. These include: job assistance, financial aid, home acquisition and improvement, as well as the plethora of resources a community can muster.

"Honor Our Veterans" PSAs are intended to invite all Americans to visit The American Legion website where a wealth of information is offered to visitors



on how to assist veterans and their families, in communities across the country. "Our veterans have sacrificed so very much for our country," observes Joe March, American Legion director of public relations. "These spots serve as eye-openers that, after the parade has finished, remind all of us that our veterans will always be with us. Our thoughts, thanks and assistance should be there for them too. This outreach campaign is aimed at all Americans – your viewers."

With more than 2.4 million Legion volunteers across the nation, nearly a million members of The American Legion Auxiliary and almost half a million Sons of The American Legion, almost four million



volunteers work everyday to contribute to the service of their communities. For more information, contact The American Legion at 317-630-1253 or pr@legion.org.

THE AMERICAN SOCIETY OF PLASTIC SURGEONS

New PSA Campaign Exposes White Coat Deception

The world's largest organization of board-certified plastic surgeons is taking action to warn patients to investigate their doctor's qualifications before undergoing plastic surgery procedures.

The American Society of Plastic Surgeons (ASPS) is launching a new public service campaign on the heels of a string of incidents involving bungled plastic surgeries during procedures performed by non-board-certified plastic surgeons.

"Patients are getting injured, some are dying during procedures performed by non-board certified plastic surgeons," said Malcolm Z. Roth, MD, ASPS President. "We want patients to understand what to ask their doctor and what to look for so that



they can maximize their chance of a safe and successful procedure."

The message in the new ASPS Public Service Announcement focuses on exposing what plastic surgery industry leaders call "white coat deception." Roth explained that just because a doctor wears a white coat does not mean he or she is qualified to perform plastic surgery.

"There is a misconception among consumers that as long as a doctor is certified in a medical field that he or she is qualified to practice plastic surgery. This is absolutely wrong and it is dangerous for patients," said Dr. Roth. "If you are considering a plastic surgery procedure it is critical that your doctor is a member of the American Society of Plastic Surgeons. This is the best way to be certain that he or she has completed the necessary training and meets certain standards to practice plastic surgery."

The ASPS is the largest organization of board-certified plastic surgeons in the world, representing more than 7,000 physician members. The Society is recognized as a leading authority and information source on cosmetic and reconstructive plastic surgery. ASPS comprises more than 94 percent of all board-certified plastic surgeons in the U.S.

Consumers can get more information on other aspects of plastic surgery at www.plasticsurgery.org. For more information on the PSAs, contact Lisa Powell at 614-932-9950.

CHOOSE TO SAVE

The Choose to Save® financial education program was developed in 1997 to educate all Americans about the importance of planning and saving for the future. Created by the non-profit Employee Benefit Research Institute (EBRI) and the American Savings Education Council (ASEC), this Emmy and Telly award-winning program uses the full spectrum of

Choose to Save®

www.choosetosave.org

media to carry the Choose to Save® message to diverse audiences.

As part of its mission, Choose to Save® has developed user-friendly materials to educate Americans on the need to save, assist individuals in setting their savings goals, answer frequently asked questions, and direct individuals to other sources of information.

Among the tools are the Ballpark E\$timate®, a one-page worksheet designed to help individuals quickly identify how much savings they will need to live comfortably in retirement, more than 100 online financial calculators, and a number of educational brochures.

The program also utilizes a plethora of resources on topics such as home foreclosure, paying down debt, saving for retirement, diversifying investments, and others, that have been produced by ASEC coalition partners.

The current campaign featuring "Savingsman," the high-flying champion



of saving and planning for retirement, often uses humor to convey a serious message. He advises viewers to use the Ballpark Estimate® to get a fix on their retirement goals and needs, enroll in a savings plan at work, save money for unexpected emergencies, avoid credit card debt, beware of sub-prime lending, and pay down debt instead of making frivolous purchases to 'keep up with the Jones'.'

For more information, visit the Choose to Save Web site (www.choosetosave.org), Twitter page (www.twitter.com/choosetosave), Facebook page (www.facebook.com/choosetosave), or contact Ken McDonnell (202) 775-6367, mcdonnell@ebri.org

ENTERTAINMENT INDUSTRIES COUNCIL, INC.

EIC'S New Diabetes PSA Campaign

By 2025, it is projected that 1 in 6 persons will be diagnosed with diabetes. But this future projection doesn't need to become reality. A growing epidemic that affects over 26 million Americans, diabetes is a serious health condition that, if left untreated, can result in adverse health outcomes, including stroke, kidney disease, high blood pressure, blindness, nerve problems and amputations

The Entertainment Industries Council, Inc. (EIC) and Novo Nordisk, a world leader in diabetes care, have partnered



with celebrity ambassador Stephen Wallem on a diabetes campaign to increase awareness and to manage the disease. A new TV PSA featuring the actor is a central focus of the campaign and is currently being distributed to broadcast stations and cable outlets throughout the country, as well as to online media.

Mr. Wallem, is both a person living with diabetes and an actor portraying an ongoing character with diabetes on the television series *Nurse Jackie*. He has enthusiastically joined the diabetes campaign in hopes that his compelling and personal story will reach a greater audience.

The PSAs are part of a larger initiative to involve national and local media in a dialogue that informs the public about diabetes.



The initial outreach began with a national forum called *Picture This: Diabetes in Washington, DC* and local forums are being held in a number of cities around the country. For more information, contact Larry Deutchman at 818-840-2016, or visit the EIC/diabetes website at: <http://www.eiconline.org/topic-areas/diabetes/>

VOLUNTEERS OF AMERICA

Aging With Options Campaign

Volunteers of America, one of the nation's oldest and largest human service organizations, has produced a new public service advertising campaign featuring celebrities Joan and Melissa Rivers who talk about aging. Using humor to address this serious subject, the PSA features a mother and daughter dialogue about

Joan's wants and needs as she grows older. 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.

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.vo.org/talk. In 2009, Volunteers of America launched