

Spring/Summer 2011

Cable Park

HIGH QUALITY PUBLIC SERVICE ANNOUNCEMENTS FOR YOUR STATION

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.

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



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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.

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"AAOS" continued from front page

- While 83 percent of respondents claim to drive safely, they believe only 10 percent of others are safe drivers.

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 messages 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.

Cell phones are just one of many distractions given that many drivers are multi-tasking, trying to maintain order in their vehicles with noisy children, perhaps eating on the run, it is a perfect storm for road disaster. Log on to share your story at www.decidetodrive.org.



"Smokin' Joe" Frazier, ex-world heavyweight boxing champion, put a human face on the distracted driving campaign. Joe has been through six orthopaedic surgeries resulting from a car crash, and is encouraging the public to join the fight for safer highways and roads.

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



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

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.

Spring/Summer 2011 CablePak Synopses

THE AMERICAN HEALTH ASSISTANCE FOUNDATION

The American Health Assistance Foundation (AHAF) is an international nonprofit organization dedicated to finding cures for



age-related degenerative diseases. The foundation funds research on Alzheimer's disease, macular

degeneration, and glaucoma and provides the public with free information about risk factors, preventative lifestyles, and current treatments and coping strategies.

Alzheimer's: Understanding This Debilitating Disease – English :60 & :30 Spanish :30

Alzheimer's disease is rapidly headed towards epidemic levels with nearly five and a half million Americans currently living with the disease, and 1000 more diagnosed every day. Estimates call for a staggering 15 million cases by 2050. Although there is no known cure for Alzheimer's, preliminary studies show that exercise, a healthy diet, not smoking, and keeping your mind active may help reduce your risk.

The PSA features Dr. Linda Van Eldik, PhD, Director of the Sanders-Brown Center on Aging at the University of Kentucky. She is currently conducting AHAF-funded research into more effective treatments for Alzheimer's disease. She urges viewers to learn more about Alzheimer's, the latest research, prevention tips, and how to care for someone with the disease.

Learning About Macular Degeneration at AHAF Kids Website – English :60 & :30 Spanish :30



Age-related macular degeneration is a major cause of vision loss for people older than 60 in the United States. There is no known cure for this progressive eye disease or an effective long-term treatment. There are two forms of age-related macular degeneration: dry and wet. It is possible for a person to suffer from both forms. The disease can progress slowly or rapidly.

This PSA features one of the scientists who, with AHAF support, is doing cutting-edge research that may lead to a treatment for

age-related macular degeneration. She talks about a new educational website that teaches children about the disease through stories, interactive games, and sharing activities.

At the conclusion of the PSA, viewers are invited to visit AHAF.org/KIDS for more information.

Glaucoma: You Have Questions We have Answers – English :60 & :30 Spanish :30

Glaucoma is called “the sneak thief of sight” because it often has no symptoms until there is irreversible vision loss. Glaucoma is actually a group of eye diseases involving damage to the optic nerve. The damage can lead initially to a loss of side vision and ultimately to complete blindness.



This PSA features Dr. Jeffrey Goldberg, MD, Ph.D., a leading glaucoma research scientist at the Bascom Palmer Eye Institute. Dr. Goldberg urges viewers to learn more about glaucoma, its risk factors, treatment options, and how to care for someone with the disease.

The call to action for all the PSAs, is to have viewers call 1-800-437-2423 or visit AHAF.org.

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

Choose to Save.®

www.choosetosave.org

(EBRI) and the American Savings Education Council (ASEC), this Emmy and Telly award-winning program uses the full spectrum of 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. These include a variety of tools such as 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

NATIONAL HOSPICE AND PALLIATIVE CARE ORGANIZATION

“My Father” :15/:30/:60 Caring Connections is a program of the National Hospice and Palliative Care Organization that provides free information to the public and to healthcare professionals about hospice, palliative care, advance care planning, caregiving and more.

Considered to be the model for quality, compassionate care for people facing a life-limiting illness or injury, hospice and palliative care involve a team-oriented approach to expert medical care, pain management, and

National Hospice and Palliative Care Organization



MELANOMA VICTIM'S STORY FEATURED IN PSA CAMPAIGN ABOUT DANGERS OF TANNING

emotional and spiritual support expressly tailored to the person's needs and wishes. Support is provided to the person's loved ones as well.

The focus of hospice relies on the belief that each of us has the right to die pain-free and with dignity, and that our loved ones will receive the necessary support to allow us to do so.

This PSA, "My Father" shares the story of a woman who wanted to get the best care possible for her father who put his life on the line for our country during World War II. It reminds people of the compassion and dignity that hospice brings to all those they serve and was the recipient of the ADDY Award.

More information is available from NHPACO's Caring Connections at www.caringinfo.org or by calling our HelpLine at 1-800-658-8898.

NATIONAL INSTITUTE ON AGING

Finding easy-to-read, credible health and wellness information is easier than ever with two online resources from the National Institute on Aging at NIH.

Go4Life has fitness information, sample exercises, and success stories for people 50+ all in one new website – www.nia.nih.gov/Go4Life. In "All the Right Reasons" (:30),



National Institute on Aging

real older adults share their motivation to be more physically active and demonstrate exercises that can

be done anywhere, at any time. "Dorian Graying" (:30) uses humor to show how taking advantage of **Go4Life** resources can help you feel more physically fit—like you're turning back the clock!



NIHSeniorHealth has 50 health and wellness topics written especially for older adults. Looking for information about Alzheimer's, high blood pressure, or glaucoma? How about preventing falls, eating well as you get older, or caregiving? In "Senior-friendly Website" (:30 animation), older adults are encouraged to check out this senior-friendly website, where they can change the text to make it larger, increase the contrast, and even make it talk. In "La Ronde" (:60), older adults pass on their knowledge of how easy it is to find senior-friendly health information online at www.NIHSeniorHealth.gov.

For more information, contact the National Institute on Aging at (301) 496-1752.

Jaime Regen Rea spent her high school lunch hours tanning in a nearby salon in an effort to be tan and popular. Jaime, who also spent time in the sun, went from a self-proclaimed tanning bed addict to a melanoma patient in just a couple of years. Jaime was diagnosed with melanoma, the deadliest form of skin cancer, at age 20 and died just three weeks shy of her 30th birthday. Now her family is honoring Jaime's memory by participating in the American Academy of Dermatology's (Academy) TV public service advertisements (PSAs) to educate people about the increased risk of melanoma from tanning beds and sun exposure.



"Like many people, I didn't know how dangerous tanning beds were," said Donna Regen, of Allen, Texas, who is Jaime's mother and a participant in the campaign.



"Now we know that UV rays from tanning beds contribute to melanoma. It is an evil, nasty disease. I can't find the words to describe what I lost."

Indoor tanning has been associated with a 75 percent increased risk of melanoma, the most common form of cancer for 25-29 year olds and the second most common form of cancer for 15-29 year olds. Cancer statistics show melanoma rates in young women are rising. The rate of new melanoma cases in younger women jumped 50 percent from 1980 to 2004 but no increase

was shown in young men during that same period. According to the World Health Organization, the torso is the most common location for developing melanoma, which might be due to high-risk tanning behaviors in females 15-29 years old. UV radiation from the sun and tanning beds also has been associated with non-melanoma skin cancer, such as basal cell carcinoma and squamous cell carcinoma, as well as wrinkles and age spots.

"No mother should ever have to sit by her daughter while they pump poison into her veins for chemotherapy treatment. No mother should ever have to visit her daughter in a cemetery," said Donna. "No mother should have to do these things. Melanoma is preventable."

"This is a tragic story which we hope will be a wake-up call for young women to change their behavior. All Americans need to avoid indoor tanning and protect their skin from sun exposure.

Please share this potentially life-saving information by using these ads to educate your viewers," said dermatologist and Academy president Ronald L. Moy, MD, FAAD.

The Ad Council endorses this PSA campaign. The Academy is a 501(c)(3) organization. For more information, contact the American Academy of Dermatology at 1-888-462-DERM (3376) or mediarelations@aad.org.

**"LIKE MANY PEOPLE,
I DIDN'T KNOW HOW
DANGEROUS TANNING
BEDS WERE."**

DONNA REGEN



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.

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.





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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.

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

<http://www.goodwillcommunications.com/PSADigitalFiles.aspx?campId=168>

