Helping You Achieve Your Critical Mission via Social Awareness

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PSA Research Center: psaresearch.com
goodnewsblogger.wordpress.com
# TABLE OF CONTENTS

## PUBLIC SERVICE ADVERTISING

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>MESSAGE FROM OUR CEO</td>
<td>Page 2</td>
</tr>
<tr>
<td>COMPANY BACKGROUND</td>
<td>Pages 3-5</td>
</tr>
<tr>
<td>Our USP</td>
<td></td>
</tr>
<tr>
<td>A Data Based Approach To PSAs</td>
<td></td>
</tr>
<tr>
<td>Scope Of Services</td>
<td></td>
</tr>
<tr>
<td>OUR PLANNING PROCESS</td>
<td>Page 6</td>
</tr>
<tr>
<td>BROADCAST TELEVISION DISTRIBUTION</td>
<td>Pages 7-9</td>
</tr>
<tr>
<td>Planning/Targeting</td>
<td></td>
</tr>
<tr>
<td>Broadcast Networks &amp; Satellite Transmission</td>
<td></td>
</tr>
<tr>
<td>Digital Distribution</td>
<td></td>
</tr>
<tr>
<td>Psa Digital Download Site</td>
<td></td>
</tr>
<tr>
<td>Client Support/Promotion</td>
<td></td>
</tr>
<tr>
<td>CABLE TELEVISION DISTRIBUTION</td>
<td>Pages 9-10</td>
</tr>
<tr>
<td>RADIO</td>
<td>Pages 10-11</td>
</tr>
<tr>
<td>PRINT MEDIA</td>
<td>Page 11</td>
</tr>
<tr>
<td>OUT OF HOME MEDIA</td>
<td>Pages 11-12</td>
</tr>
<tr>
<td>Benefits</td>
<td></td>
</tr>
<tr>
<td>Place-based Media</td>
<td></td>
</tr>
<tr>
<td>ONLINE REPORTING</td>
<td>Page 13</td>
</tr>
<tr>
<td>CAMPAIGN EVALUATION</td>
<td>Pages 13-17</td>
</tr>
<tr>
<td>Multi-media Executive Summary</td>
<td></td>
</tr>
<tr>
<td>Electronic Monitoring</td>
<td></td>
</tr>
<tr>
<td>Interactive Reporting</td>
<td></td>
</tr>
<tr>
<td>Radio Evaluation</td>
<td></td>
</tr>
<tr>
<td>Out Of Home Evaluation</td>
<td></td>
</tr>
<tr>
<td>Annual Performance Review</td>
<td></td>
</tr>
<tr>
<td>INTERNET SERVICES</td>
<td>Page 17</td>
</tr>
<tr>
<td>ANCILLARY SERVICES</td>
<td>Page 18</td>
</tr>
<tr>
<td>Connecting with Hollywood</td>
<td></td>
</tr>
<tr>
<td>CLIENT SUPPORT SERVICES</td>
<td>Page 18</td>
</tr>
<tr>
<td>PSA RESEARCH CENTER</td>
<td>Page 19</td>
</tr>
<tr>
<td>OUR PRO-BONO WORK</td>
<td>Page 20</td>
</tr>
<tr>
<td>OUR TEAM</td>
<td>Page 21</td>
</tr>
<tr>
<td>CLIENT LISTS</td>
<td>Pages 22-23</td>
</tr>
</tbody>
</table>
A MESSAGE FROM OUR CEO

Public service advertising has been called many different terms, including “advocacy advertising,” “social advertising,” “cause advertising,” and others. In the famous book written by the dean of advertising, David Ogilvy, here is what he had to say about this unique form of advertising:

“Most advocacy campaigns are too little and too late. They are addressed to the wrong audience, lack a defined purpose, don’t go on long enough, are weak in craftsmanship, and advocate a hopeless cause.” He went on to say simply: “advocacy advertising is not a job for beginners.”

With four decades of experience in the field, we would agree with most of Mr. Ogilvy’s comments, and add still another observation. There is very little known about the “science” of public service advertising, and what exists, is scattered all over the place. To our knowledge, there has been one book on the subject, and that was published in India, even though one could easily argue advertising began in America. In the coffee table book published by Advertising Age, “Advertising – The First 200 years in America,” almost as an afterthought, there are a few paragraphs on Cause Advertising on page 265 of a 275-page book.

Strangely enough, PSAs are big business. If you add up all the money being spent on PSA campaigns by foundations, state and federal governments, non-profits and various interest groups, their ad agencies and consultants, public service advertising is easily a billion dollar industry.

This dearth of knowledge about PSAs is what led to the creation of our Public Service Advertising Research Center (PSARC) 15 years ago. We felt that it was important to have a library of articles, case histories and information pertinent to the field, and the Internet was the perfect way to share it.

While the rest of this Capabilities Brochure does not address the right way to launch a PSA campaign, it does describe how we do it, and it is up to those who read our approach to determine if we are the right distribution firm to advance your particular cause or issue.

We hope it achieves that objective.
COMPANY BACKGROUND

OUR USP
In the commercial advertising world, there is a phrase called the “Unique Selling Proposition,” which distinguishes one company, product, or service from others. For our firm, there are several factors that are unique, including:

• We understand that public service advertising is mostly about awareness, and that other tactics must be employed to bring about attitude and behavior change. We help our clients use the most appropriate techniques to achieve those objectives.

• We believe that real social change takes place out in the small towns, cities and communities of our great country, not in Washington and New York. Thus, we develop ways to collaborate with community partners in our client campaigns.

• We try to engage the media in our client campaigns, rather than just use them as a channel for communicating with their audience.

• Public service advertising is our primary focus; we do not get involved in techniques aimed at the editorial end of broadcasting, create campaigns, or claim to be social media experts.

• We help inform, and educate our clients on the changing world of public service advertising through an ambitious client support program.

• We keep our overhead low and pass those savings on to our clients. For those organizations with very limited budgets, we have developed low-cost methods of distributing their PSAs such as our proprietary CablePAK™ service.
A DATA BASED APPROACH TO PSAs

Historically, PSA campaigns have not been executed with the same discipline that is the hallmark of paid advertising programs. Too often PSAs are distributed without careful consideration given to promotional strategy, media selection, and evaluation of campaign impact.

Using more sophisticated media planning and evaluation techniques similar to those employed by commercial advertising, in 1983 Goodwill Communications developed a fully integrated, multi-media system exclusively dedicated to PSA campaigns, called PUBSANS™ (Public Service Advertising Analysis System). The heart of this system is a master database comprised of:

- All the broadcast stations in the country (1,400); the largest cable systems and multiple systems operators (500) and 200 national cable networks.

- Every AM and FM radio station in the country (10,000), as well as 40 state, regional or national networks.

- Some 3,000 print media outlets comprised of daily and weekly newspapers and top circulation magazines, including those reaching specialized audiences and minorities.

- Every major outdoor company in the country.

In addition to mailing and contact information at each outlet, the PUBSANS database includes a variety of other information to ensure that client PSA’s are on target, including media intelligence data used in evaluation. The system is organized by media modules, which are fully detailed in the following sections.
SCOPE OF SERVICES

We offer clients a wide variety of PSA campaign support services. For many organizations we handle the entire spectrum of post-production tasks, ranging from pre-campaign planning to evaluation. The chart below shows many of the services we typically provide for client PSA assignments.

OUR PLANNING PROCESS

PSA distribution and tracking is a fairly complicated process. We do not just grab a set of labels off the shelf and apply them to PSA packages which get distributed to the media. There is a significant amount of forethought involved in what we do. While we do not necessarily follow this process for every project, we always follow it for new clients, or for those that are particularly complex.

As shown by the following flowchart, we initiate the process by a meeting with the client/agency to grasp a clear understanding of the project requirements, deliverables, timing and budget.

Our initial meeting results in a written plan addressing the topics as shown, which is submitted to the client/agency for approval. Once approved, we issue Not To Exceed (NTE) Purchase Orders for all work to be performed.
The PO provides precise details on all aspects of the job, to include shipping instructions, and a certification to be completed by the sub-contractor’s project supervisor. Since we clearly establish that vendors will not be paid for any costs exceeding our POs, this is a strong incentive for them to establish their own internal controls.

**BROADCAST TELEVISION DISTRIBUTION**

**PLANNING/TARGETING**

To maximize impact and minimize the cost of sending materials to stations that don’t use PSAs, it is vitally important to have a system of tracking PSA usage over the long term. Over the past ten years we have developed a database of more than 1,100 television stations and networks that are moderate or heavy users of PSAs.

As shown in this chart, these stations are ranked with a Previous Usage Index (PUI), so we can target the very heaviest users when we have a limited distribution budget. In addition to this index, we also track stations that have used a particular client’s PSA over time.

When developing our distribution plan, the first priority is to include those stations that have used a client’s PSA previously, then we look at those stations with the highest usage index, and finally, we ensure that we have complete geographic coverage.
BROADCAST NETWORKS & SATELLITE TRANSMISSION

Getting approval from the major broadcast TV networks, as well as the leading cable TV networks, is an important part of our distribution strategy. These networks have very specific requirements for getting approval and we work closely with them and our clients to ensure that our PSA materials meet their criteria. In addition to the broadcast networks – ABC, CBS, NBC and Fox – we include over 200 national cable networks as part of every client distribution. We also distribute client PSAs via NAB’s closed circuit TV system, which feeds PSAs to member stations, and we get our client PSAs listed on NAB’s Spot Center for downloading by member stations.

DIGITAL DISTRIBUTION

In mid-2016, we began distributing TV PSAs to stations via the “cloud,” rather than using video tapes. We take several steps to ensure that the public service director gets the PSAs along with background information detailed on the next page. For example, we:

• Provide traffic instructions to ensure that whomever receives the PSAs at the station knows to forward them to the public service director.

• Send a digital .pdf file of the storyboard on the front with our Broadcasters Café newsletter on the reverse.

PSA DIGITAL DOWNLOAD SITE

Even though we “push” digital PSAs out to stations, as a backup, we also have a download platform called PSA Digital, where we post client files that can be viewed, and stations can download broadcast quality, SIGMA encoded digital files.
CLIENT SUPPORT/PROMOTION

In the new era of digital distribution, campaign promotion is more important than ever, because now files are delivered to the “cloud” at the station, meaning someone other than the public service director receives them. As shown in the previous section, we take several steps to ensure the appropriate decision-maker knows the PSAs have been sent to the station. We also aggressively promote our client PSAs using several tactics, including:

- Soliciting media endorsements
- Sending blast Emails and our Broadcasters Cafe newsletter to stations, networks and State Broadcast Associations
- Personal outreach to national TV networks

For some clients we produce local tags for their chapters, district offices, affiliates and state societies. For still others, we have produced and packaged highly customized releases with personalized letters on client stationery and localized labels.

CABLE TELEVISION DISTRIBUTION

THE CABLEPAK™ CONCEPT

In the spring of 1992, Goodwill Communications introduced a unique method for non-profits to tap into the growing importance of cable television. However, since local cable stations tend to reach far fewer people than broadcast, our goal was to find a low-cost way to serve these outlets.

The solution we created is called CablePAK, which uses a “shared reel” concept of packaging and distribution, The package has several features:
• A qualified mailing list of 500 individual cable outlets which have used our client PSAs previously requested the package. Each station has more than 15,000 subscribers.

• A client storyboard and a four-color newsletter with a synopsis of each client campaign.

• All collating, inserting, dubbing, mailing and evaluation is included at a much lower cost than conventional distribution methods.

• Each participant receives up to six evaluation reports, including a reminder postcard sent to non-responding cable outlets.

The package is distributed twice annually in Spring and Fall. The average usage for each participant to date is in excess of $861,000, which is a return on investment of more than 100 to 1. To learn more go to http://www.goodwillcommunications.com/CS_CablePak.aspx

RADIO

DISTRIBUTION/PACKAGING

Radio is an old, but very viable medium and one that goes with us even in our cars. There are more than 10,000 commercial, educational and public radio stations in the U.S., all of which are included in the PUBSANS system. Similar to television, we have compiled a significant amount of ancillary information that is useful when planning a PSA campaign. This includes:

• The material format preferences for each station, i.e recorded or live announcer copy.

• Over a dozen different formats for reaching specialized audiences.

• Previous Usage Index for just under 5,000 users.

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<th>AUDIENCE</th>
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<td>Teens to 40's</td>
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<td>African-American/Urban</td>
<td>400</td>
<td>All Ages African-American</td>
</tr>
<tr>
<td>Middle-of-the-Road</td>
<td>500</td>
<td>All Ages All Demographics</td>
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<tr>
<td>C&amp;W</td>
<td>675*</td>
<td>All Ages Rural</td>
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<tr>
<td>Religious</td>
<td>900</td>
<td>All Ages All Demographics</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3500</strong></td>
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*These two formats comprise the largest numbers in our master database
• The names of public service directors.

Using this data, we can customize client radio distribution lists by geography, market size, or to reach certain target audiences by selecting program formats.

In terms of packaging, we use the FlexMailer, which consists of a four-color cover and a slot on the inside where the CD and a four-color script booklet are inserted along with an evaluation response card. Similar to television, we handle the entire task of replicating audio tapes, printing packaging elements, mailing and evaluation. It will not be long until radio PSAs will also be distributed digitally, and when the time is right for that transformation, we will be the first distributor to adopt new procedures.

PRINT MEDIA

While we have distributed PSAs to print media for decades, they are becoming less of a factor in our client distribution plans, because this medium has been replaced by social media and outdoor, both truly growth media. However, if a client wants to include print media in their distribution plan, we can accommodate them.

OUT OF HOME MEDIA

BENEFITS

If there is one huge success story about the usage of PSAs in an increasingly competitive media environment, it is outdoor. It provides our clients several advantages over other media:
• It reaches people where they live, work and play.

• We can target specific audiences with our client messages.

• It provides more linger time to deliver the message than most other media.

We have placed our client PSAs in all types of outdoor media, ranging from sports stadium Jumbotrons, airports, highway billboards, shopping centers, transit cars, bus stops, in retail establishments or just about anywhere people gather. For more specifics on the types of outdoor placements we have made for our clients, go to: http://www.goodwillcommunications.com/Outdoor_is_in.aspx

PLACE-BASED MEDIA
Increasingly the media landscape has become more segmented, and we must meet people where they spend their time, in order to deliver messages that are important to them.

These venues include airports, waiting rooms, offices, retail chains, exercise facilities, gas pumps, shopping malls, and even TV screens in taxi cabs. To see how we placed various types of outdoor posters for one of our clients, go to: http://www.slideshare.net/dakotabill/aaos-ooh-presentation
ONLINE REPORTING

For those clients with community partners, we can break out distribution reports by state, city, chapter or region, so local community partners can see exactly where the PSAs were distributed in their communities. We post these reports to the client’s reporting portal so they can be used by local outreach staff to make media calls and visits.

CAMPAIGN EVALUATION

Bill Goodwill designed the first evaluation software for public service advertising campaigns in 1983, and needless to say, campaign evaluation is an important part of every campaign we distribute. We are now on the third iteration of our PUBSANS software, which is much more robust than previous versions.

One of the ways we use the Internet to help our clients and their community partners see very detailed campaign results, is to post evaluation reports to a password protected site called the PUBSANS GATEWAY. On the Gateway, clients can access their evaluation reports on-line, download them, or import them into other software such as Excel. For new clients, we often prepare tutorials to show them how to use the various features of our reporting software.

We also post a very detailed methodology statement to each client’s portal so they can see how we calculate client PSA values, or they can view a .PPT presentation.
MULTI-MEDIA EXECUTIVE SUMMARY

To make it easy for clients to see an overview of their campaign, we prepare a management summary of usage data for each media component, and then total them for a complete picture of campaign effectiveness. This summary provides feedback on number of airplays, markets, print and outdoor placements, estimated value and Gross Impressions. At the first of each month we send an automated email to our clients with their executive summary.

BROADCAST TV

We provide many different types of TV evaluation reports, because typically 75% or more PSA value will derive from that medium. Shown on the left are the different types of reports we create.

ELECTRONIC MONITORING

Via this method, an invisible code is placed on the TV master, which is replicated onto all files sent to stations. The A.C. Nielsen Company has monitoring facilities which pick up the embedded PSA signal in all 212 U.S. TV markets. We then download the data from the Nielsen computer to our computers, add value to the raw data, and provide our clients with SpotTrac Plus™ evaluation reports.
Weekly reports are prepared to depict key trends and detailed PSA usage patterns including:

- Number of spot markets and individual networks using client PSAs for the month and cumulatively.
- Number of spots used by each station for each month and cumulatively.
- Dayparts when spots are being aired during six different time frames.
- Usage by spot lengths and creative title.
- Advertising equivalency value (what it would cost to buy the airtime) and Gross Impressions.
- Usage by DMA (population centers).
- The value of individual placements and campaign totals.

**INTERACTIVE REPORTING**

For our broadcast TV evaluation reports, we provide an interactive map such as the one shown here that is much more intuitive than looking at static evaluation data. When the user’s cursor lingers over a particular state, the PSA values for that state are displayed. The map also quickly shows the states where a campaign is performing well, and where more work is needed, according to four levels of attainment. We can custom tailor this map to show local usage by DMA, city, chapter or other geographic territories.
RADIO EVALUATION
We are experimenting with a new Nielsen radio electronic monitoring service that employs an audio “fingerprint” technique for tracking radio PSAs and other audio programs. Presently the system tracks radio content on 2,500 major market stations. The system uses a digitized sample of the audio content, which is stored in a mainframe computer. When there is a match between the digital sample and what airs, that data is then extracted, compiled and reported as PSA exposure. Since it does not provide feedback on all U.S. radio stations, to track usage on all other stations not monitored by this new service, we continue to use bounce back cards. Our radio PSA usage reports include:

- Market, call letters and format of stations using PSAs, as well as the frequency and duration of PSA usage.

- Dollar value of the exposure and cumulative totals for the campaign.

- Spot lengths used and usage by program format.

- Gross Impressions.

OUT OF HOME EVALUATION
Out of home evaluation reports include:

- Title of campaign.

- State, city, where exposure occurred.

- The quantity, location of billboard where PSA was used.

- The duration, estimated value and reach of exposure in Gross Impressions.

![DAV OUTDOOR USE BY DMA](image)

86% of US Population in the Top 100 DMAs

- 50%
- 40%
- 10%

Top 50 50-100 Top 100
ANNUAL PERFORMANCE REVIEW
For many of our multi-media clients, we prepare an extensive year-end PSA review, focusing upon 13 different parameters of performance. In this review, we use charts and graphs to show:

- Campaign and media-to-media comparisons by type.
- Market penetration and year-to-year comparisons.
- Individual station, network, spot market comparisons.
- Benchmark comparisons showing how your campaign performs against a standard.

INTERNET SERVICES
We provide a variety of Internet services to clients, ranging from creating and placing banner ads such as this one for AngelCare, to custom websites and social media applications we have created on Facebook.

A custom Facebook app we created for the American Academy of Orthopaedic Surgeons.

A custom website we created for the Environmental Defense Fund.
ANCILLARY SERVICES

CONNECTING WITH HOLLYWOOD

Goodwill Communications has teamed with the Entertainment Industries Council (EIC) to reach script writers, producers and directors in Hollywood who deliver popular entertainment programs to TV audiences. We worked closely with EIC to distribute a national PSA campaign on avoiding diabetes with Stephen Wallem, Nurse Jackie, in the Showtime series.

“Together with Goodwill Communications we can improve the health of our communities by offering complimentary media products and services, by collaborating on social marketing, health promotion, and risk communication strategies which will further the art of making a difference.”

Brian Dyak
President and CEO
Entertainment Industries Council

CLIENT SUPPORT SERVICES

Unquestionably, the PSA environment is getting increasingly more competitive. Beyond planning and executing campaigns for our clients, we provide ongoing counsel regarding rapidly changing media trends and PSA techniques. We accomplish this via several different client support activities including:

• A blog which can be accessed at http://goodnewsblogger.wordpress.com/ addressing issues of importance to anyone interested in the field of public service advertising.
• A quarterly newsletter, Good News, which highlights the latest trends in campaign design, new media opportunities and evaluation procedures.

• Our PSA Clinic which provides a series of case histories on various campaigns, articles on how to package PSA campaigns for various types of media and online Powerpoint tutorials.

• Webinars to help our clients develop more effective Local outreach efforts.

• Broadcasters Café Newsletter which features stories on client campaigns, and is distributed to TV stations.

THE PSA RESEARCH CENTER

The Public Service Advertising Research Center is the only site on the Internet dedicated exclusively to public service advertising, social issues marketing and cause marketing.

It has six sub-sites as indicated by this graphic, which provide visitors very detailed background on all facets of public service advertising and allied fields of marketing.

We are planning a complete redesign of the site, adding new features to help visitors find anything on the site that will answer their questions, or provide best practices on how non-profits can use social marketing tactics to achieve their communications objectives.

To access the site, click here:
www.psa research.com
OUR PRO-BONO WORK

We don’t pay lip service to public service advertising. We practice what we preach. We have provided a complete national TV pro bono PSA campaign for AngelCare, a child sponsorship organization, which provides assistance to poor people in under developed countries. We have distributed campaigns to discourage young people from drinking and driving. We financed, produced and distributed a campaign to thank the military for their service. And we served as producer/distributor for a PSA campaign warning people about diving into shallow water.

Descriptions of these campaigns are at http://www.goodwillcommunications.com GoodCauses.aspx
OUR TEAM

Our senior staff has over a century of experience in marketing (both agency and non-profit), public relations, advertising (commercial and PSA) and media relations. Our two most senior executives shown below, have managed numerous national PSA campaigns, with extensive ad agency experience. For details on our team’s background, go to: http://www.goodwillcommunications.com/Our_Team.aspx

KEY STAFF CONTACTS:

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bill@goodwillcommunications.com

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Director of Client Relations
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James@goodwillcommunications.com

Barbara Nitschke
VP Administration
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Barbara@goodwillcommunications.com
CLIENT LIST

NON-PROFITS/ASSOCIATIONS

Association of State Securities Administrators
American Academy of Child Psychiatry
American Academy of Dermatology
American Academy of Orthopaedic Surgeons
American Association of Retired Persons
American Beverage Institute
American Civil Liberties Union Foundation
American Digestive Health Association
American Federation of Teachers
American Infertility Association
American Health Assistance Foundation
American Physical Therapy Association
American Legion
American Lung Association
American Petroleum Institute
American Savings Education Council
American Society for Plastic Surgery
American Speech Language & Hearing Association
American Trucking Association
American Women in Radio & Television
AngelCare
Canine Companions for Independence CARE
Catholic Communications Campaign
Catholic Campaign for Human Development
Cellular Telephone Association
Childreach (Foster Parents Plan)
Chimney Safety Institute
Church of Jesus Christ of Latter Day Saints
Citizens Commission on Human Rights
Collaboration for a New Century
Communities In Schools
C.O.U.R.S.E Consortium (smoking cessation)
Crippled Childrens United Rehabilitation Effort
Defenders of Wildlife
Disabled American Veterans
Drug-Free World
Entertainment Industries Council
Evangelical Lutheran Church of America Foundation Fighting Blindness
Foundation for a Better Life
Greenpeace
GetTech Coalition
Human Rights Foundation
Make-A-Wish Foundation
March of Dimes

LifeSharers
National Association of Securities Dealers
National Association of Insurance Commissioners
National 4-H Council
National Association of Town Watch
National Easter Seal Society
National Endowment for Financial Education
National Geographic Education Foundation
National Health Council
National Hospice Foundation
National Mental Health Association
National Multiple Sclerosis Society
National Organization on Disability
National Osteoporosis Foundation
National Psoriasis Foundation
National Recording Academy of Arts & Sciences
National Sleep Foundation
Operation Lifesaver
Partnership for a Drug-Free America
Physicians Committee for Responsible Medicine
Research!America
Retirement Fund for Religious
Rocky Mountain Elk Foundation
Rotary International
Special Olympics International
Share Our Strength
Vision Aware
Vision Council of America
Volunteers of America
Wilderness Society
World Vision
Youth for Understanding International Exchange
Youth for Human Rights
U.S. Jaycees
U.S. Olympic Committee
USO

U.S. Olympic Committee

GOODWILL COMMUNICATIONS
PSA Distribution/Packaging/Evaluation
## U.S. GOVERNMENT AGENCIES

<table>
<thead>
<tr>
<th>Corporation for National Service</th>
<th>Environmental Protection Agency</th>
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<tbody>
<tr>
<td>AmeriCorps</td>
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</tr>
<tr>
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<td>Equal Employment Opportunities Commission</td>
</tr>
<tr>
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<td>U.S. Coast Guard - Boating Safety/Recruiting</td>
<td>Savings Bonds</td>
</tr>
</tbody>
</table>