

Summer 2018

cablePAK

high quality public
service announcements

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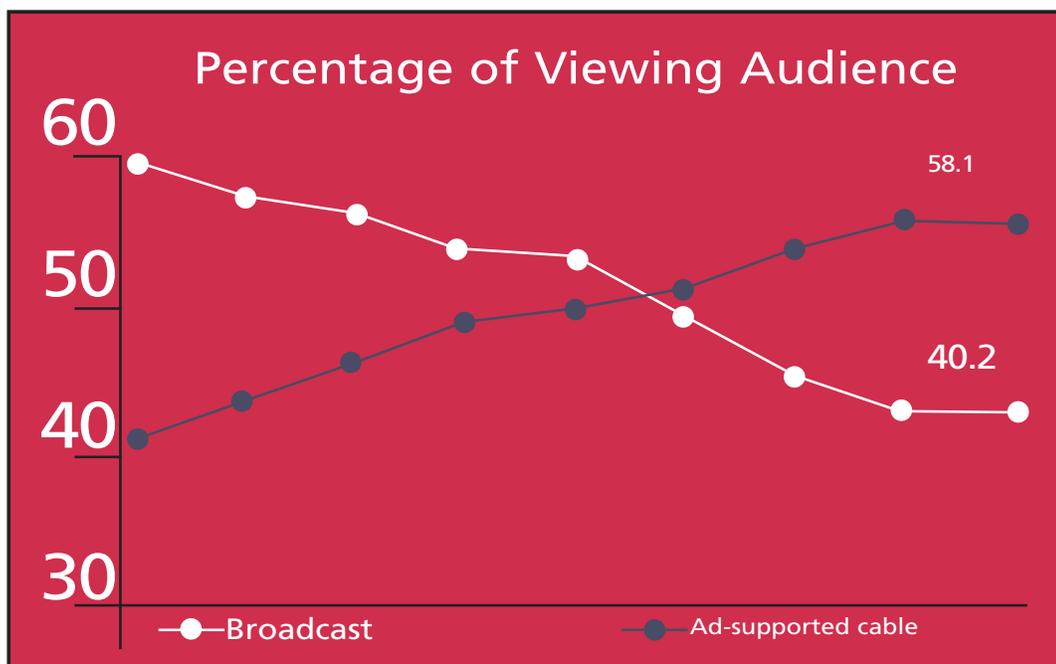
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A DIGITAL BROCHURE ON PSAs FOR LOCAL CABLE SYSTEMS

What is CablePAK?

We began distributing CablePAK over two decades ago because more people began watching TV via their local cable systems instead of broadcast TV. As this graph shows, the percentage of households who watch broadcast TV programs fell from 60% to 40%, while cable viewing nearly reversed this trend.

Since many of the non-profits we work with could not afford a national broadcast TV distribution, we created a lower cost way to deliver a variety of public service ad messages via an online distribution platform.

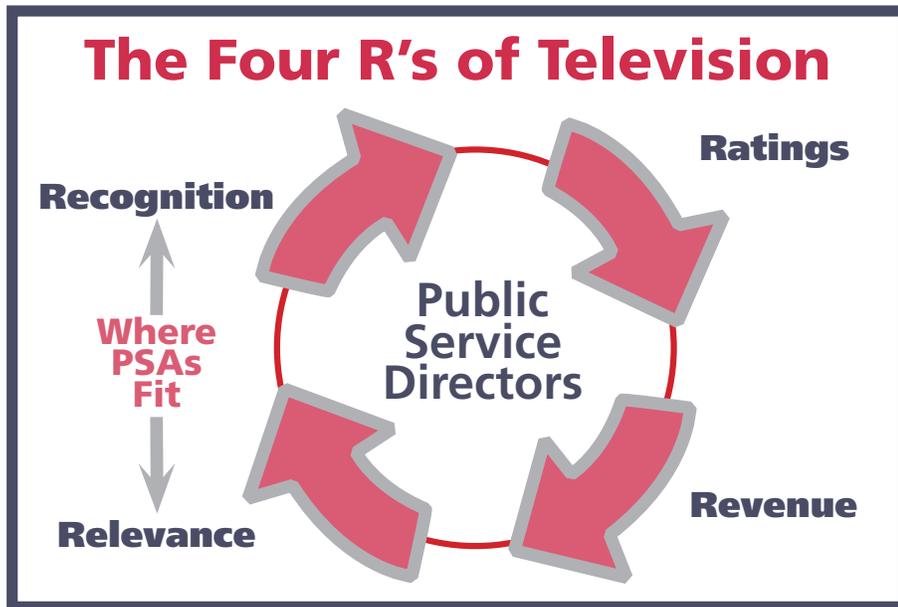


How Can PSAs Help My Local Cable System?

Over the past two decades, there has been an explosion in cable viewership largely to satisfy the viewer interests in specific subjects, such as pets, food, travel, and sports.

This growth has been largely fueled by the concept of “localism,” which suggests that viewers will migrate to the media properties that deliver the content catering to their interests. More viewers, mean bigger ratings for your cable system, and the ratings get converted into higher ad rates for your local commercials. The graphic on the next page shows how PSAs fit into this equation.

Why Use CablePAK?



Ask any politician why they concentrate their election campaigns at the local level, and they will tell you “that’s where the votes are...” Increasingly TV viewers are tuning in to their local cable systems, because they provide programming that is more relevant than other options. This graph shows why the concept of localism is so important.

On the right hand side of the graph, **Ratings** are paramount, because the bigger the audiences, the more **Revenue** can be generated. In order to build bigger Ratings, cable systems must provide programming that is **Relevant** to their audiences and this is where PSAs come into the picture, because they demonstrate that local cable cares about issues affecting their communities. To the extent that local cable systems are involved in community improvement, they gain **Recognition** for their good work, and the circle of good work continues. In short:

- Our PSAs will help your cable system demonstrate that it cares about pressing social issues and ways to help solve them
- Our high-quality public interest messages in various lengths help fill unsold air-time and diversify your programming schedule
- We offer a user-friendly way for you access digital files

How Can PSAs be Accessed?

For digital downloads of these high quality HD spots, visit our site at PSADigital at <https://portal.goodwillcommunications.com/PSADigital.aspx>. Or, go to your ExtremeReach platform at www.ExtremeReach.com and search for the organization name, the spot name, or the AdID.



U.S. AIR FORCE



About Our Participants

U.S. Air Force

The mission of the United States Air Force is to fly, fight and win in air, space and cyberspace. Our rich history and our vision guide our forces as we pursue our mission with excellence and integrity to become leaders, innovators and warriors. <https://www.airforce.com/>



Air Force *Refuse to be Average*

Army National Guard

Army National Guard units across the nation help their local communities deal with floods, hurricanes, fires, tornadoes, snowstorms, and other emergencies. These highly trained, dedicated Citizen-Soldiers who serve part-time are ready at a moment's notice. They take pride in serving their communities and our nation. <https://www.nationalguard.com>



Army National Guard *Something Greater*

Disabled American Veterans

At no cost, the Disabled American Veterans provides U.S. military veterans and their families various services through a nationwide network of 88 DAV National Service Offices, 38 Transition Service Offices, 198 DAV Hospital Service Coordinator Offices, 52 state-level DAV Departments, 249 DAV VA Voluntary Service Representatives, and more than 1900 local DAV Chapters. <https://www.dav.org/>



DAV *Victories*

Pool Safely

The U.S. Consumer Product Safety Commission is charged with protecting the public from unreasonable risks of serious injury or death from thousands of types of consumer products under the agency's jurisdiction. <https://www.cpsc.gov/>



Pool Safely *Simple Safety Steps*

World Vision

World Vision is an international partnership of dedicated staff and supporters whose mission is to work with the poor and oppressed to promote human transformation, to seek justice, and improve the human condition. <https://www.worldvision.org>



World Vision *Just Add Water*