

GOOD news

4th Quarter
2018

A NEWSLETTER ON
TOPICAL SOCIAL ISSUES



GOODWILL
COMMUNICATIONS
PSA Distribution/Packaging/Evaluation

in this issue:

- **Campaign Promotions**
- **GCI First Half Campaigns**

THE IMPORTANCE OF PROMOTION IN THE ERA OF DIGITAL DISTRIBUTION

USING PUSH AND PULL TACTICS

Bill Goodwill & James Baumann



- The cost of sending High Definition video tapes is prohibitively expensive.

To place promotional tactics in the appropriate context, following is a brief overview of how we make PSAs available to the media:

We are living in a digital world, which is revolutionizing the way we do business. There is perhaps no better example than how the digital transformation is affecting distribution of public service advertising campaigns.

Two years ago, we adapted digital distribution as the standard method of disseminating our client TV PSA campaigns. We had some great concerns about this new way of getting video assets to the media, but we had to address two immutable facts:

- Digital distribution is how the media – or at least TV media – wants to receive PSA messages.

We distribute our client's PSA campaigns through Extreme Reach, the premier ad distribution platform for digital video assets. Approximately 2,000 local broadcast stations, cable systems and networks will be notified of our PSA's availability, and can access them in their preferred format through their ER dashboard.

DIGITAL DISTRIBUTION SCHEMATIC



ExtremeReach
connect and simplify

- Extreme Control**
Creative
Add New Creative
Upload Creative
- Orders**
Traffic Orders
Web Order
Order Search
- Network**
Notifications
Network Invitation
Groups
- Profile**
View MyProfile
Edit My Profile
- Account Settings**
Manage Users
Advertisers
Partners
Media Upload

Extreme Reach Dashboard



We also created our own digital download platform called **PSA Digital**, where the media can both preview and download client PSAs. On this site, we provide background information on both the sponsoring organization, as well as the campaign itself. To access our site, go to: <https://www.goodwillcommunications.com/capabilitieservices/psa-digital/>.

Finally, the National Association of Broadcasters maintains a PSA download site called **Spot Center**, where our client PSAs are posted.



PROMOTION RATIONALE

The purpose of this article is to explain how we promote our client campaigns, but perhaps the larger and more important question is **why?** Here are some answers to that question:

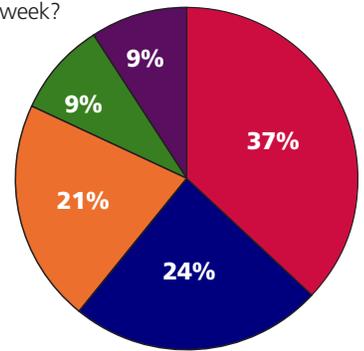
- Media gatekeepers are the PSA decision-makers. While some distributors emphasize the importance of reaching the ultimate public, if you do not engage media gatekeepers in your campaign, your PSAs have no chance of getting on the air.
- We can no longer depend on the intrusive nature of hard copy PSA packages landing on the media gatekeeper's desk, which are much harder to ignore.
- In an increasingly troubled world, more organizations are producing PSAs, resulting in a very competitive environment.

As this graphic demonstrates, nearly **40%** of stations report receiving from **8-30 PSAs weekly**. Aggressive promotion helps us gain a competitive edge over other non-profits seeking airtime.

BROADCAST SURVEY

On average, how many PSAs do you receive per week?

- 1 TO 3
- 4 TO 7
- 8 TO 10
- 11 TO 20
- > 30



- Diffused decision-making. In the analog world, we had the names of all the PSA decision-makers in our distribution database – typically the Community Affairs Director or PSA Director. Using digital distribution, there are a number of people at the station who might be receiving digital assets, so we have to be sure that the PSAs get to the ultimate decision-maker.
- Promotion helps us educate and engage the media gatekeeper on the client's cause or issue.

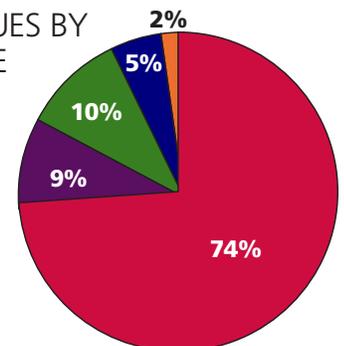
MEDIA ENGAGEMENT TACTICS

Promotional tactics have been a hallmark of the PSA campaigns we have distributed for years. It is our view that the organizations which adopt creative and aggressive promotional activities will get more than their share of PSA time and space.

There are a variety of ways to inform, educate and engage the media in your issue, but given space limitations, we cannot address them all. Given typical budgets, broadcast TV accounts for a majority amount of the exposure in multi-media campaigns. Accordingly, we spend much more time cultivating both national and local TV community affairs directors via various promotional tactics, including:

TOTAL VALUES BY MEDIA TYPE

- TV
- CABLE
- RADIO
- PRINT
- OOH



INSPIRE KIDS TO DO

YOUR PSA DOWNLOAD IS A CLICK AWAY.

You can quickly and easily download broadcast quality TV PSA files from any of these links below:

- ExtremeReach** ExtremeReach
- NAB PUBLIC SERVICE** NAB Public Service
- PSA Digital** PSADigital

4-H GROWS HERE

4-H was founded on the belief that when kids are empowered to pursue their passions and chart their own course, their unique skills grow and take shape, helping them to become true leaders in their lives, careers and communities.

Our latest *Inspire Kids to Do* Campaign gives kids more opportunities to do and helps grow leaders ready to navigate life and career. This movement will bolster the path for 4-H to empower **10 million true leaders**, youth who navigate life challenges, pursue passions and contribute to the world around them by 2025.

The new TV PSAs highlight the importance of kids doing activities with purpose through hands-on learning. They are available in :15, :30 and :60 lengths. For more information, go to: www.4-h.org

BLAST EMAILS

With digital distribution as the primary way to get PSAs to TV outlets, we employ well-designed blast emails which are sent to local stations and networks to provide campaign background and to inform them where the PSAs can be downloaded.

ALERT POSTCARDS

We also send hard copy postcard reminders to stations with an evaluation bounce-back card. We take this extra step just in case our clients' PSAs were used by a local cable system or network that is not monitored by Nielsen. This ensures we do not miss any usage data that should be reported to our clients. In the case of local cable systems they are not monitored by Nielsen, so self-reporting is our only evaluation option.

TV PSAs **HRSA** Health Resources & Services Administration

"Sam Wyche" :60 / :30

"CARLEE / BAILEY" :60

"BLAKE" :30

"CHRIS" :60

Anyone can really make a difference.

Broadcast Quality TV PSAs to Download

MAJOR LEAGUE BASEBALL PLAYERS AND HIGH SCHOOL STUDENTS JOIN FORCES TO HELP THEIR NEIGHBORS IN NEED.

Major Leaguers and high school students have something in common. They care about the places they call home. And that's why they've joined forces to help inspire other teens to get involved in their own communities by forming Action Teams in their high schools.

Through the Action Team, more than 500,000 high school students have helped more than 305,000 of their neighbors in need. This free program is available to high school students everywhere. In fact, there are presently more than 500 high schools across the United States, including Alaska, Hawaii, and Washington D.C.

Courtesy of the Major League Baseball Players Trust and Volunteers of America, Action Teams receive complimentary T-shirts, posters, brochures and exclusive on-line resources to support their efforts to encourage others to get involved.

Dear Public Service Director: Please take a moment to complete the following information. It will help us determine the kind of TV PSA material you want to receive in the future.

What is the preferred or exempt method of digital downloads to your station? (Check all that apply)

MIB Spot Center Extreme Reach Other (specify)

How do you want to be notified about new PSA campaign availability?

Email address Alert Card

Please tell us about your PSA schedule for the following:

Title	# Times Per Week	# Weeks Aired
Difference Makers :60	13 45 79 1012 16+	13 46 79 1012 16+
Difference Makers :30	13 45 79 1012 16+	13 46 79 1012 16+
Difference Makers :15	13 45 79 1012 16+	13 46 79 1012 16+

ADDRESS BLOCK (CLEAR AREA - NO PRINT)

ADDRESS BLOCK (Station Information)

STORYBOARDS

Storyboards, which capture the key scenes of the TV PSA, are posted to the digital download site maintained by Extreme Reach, the premier digital distribution platform in the country.

TRAFFIC INSTRUCTIONS

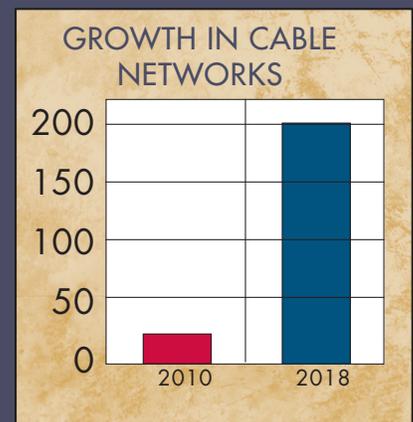
Since many TV PSAs are downloaded by station Traffic Directors, rather than the Public Service Director, we prepare Traffic Instructions which list the titles, spot lengths and language for the PSAs.

These instructions provide the stations all they need to schedule our client PSAs, including the AD ID Codes, titles, lengths, languages and the client name.

MEDIA OUTREACH

One of the more positive trends over the past decade has been the explosive growth in national cable networks. Many of these are known as "niche networks," because they serve very specific viewer interests. After each client campaign has been distributed, our outreach specialist, Margaret Kessler, contacts each of the networks to encourage them to use the PSAs and provide any additional background information they may need.

Without these tactics, and others we employ, essentially you are dark to the media. You must tell the media where they can see and download PSAs in this new digital distribution world; you must aggressively promote them, and if you do not, your PSAs are not likely to see the light of day.



RECENT CAMPAIGNS

2018 has been a banner year for Goodwill Communications in terms of both the number and diversity of the PSA campaigns we have distributed. A synopsis of these campaigns follows, and to preview the PSAs go to: www.goodwillcommunications.com and click on PSA Digital on the top right of the page.

4-H

The latest 4-H *Inspire Kids to Do* PSA campaign gives kids more opportunities to learn from mentors, helping them to grow as leaders ready to navigate their lives and careers. This movement will bolster the path for 4-H to empower 10 million true leaders, who contribute to the world around them by 2025.



DISABLED AMERICAN VETS



The *Victories* PSA campaign, appearing in TV, radio, print, and out-of-home media, presents America's veterans as proud and positive about the personal victories they've achieved.

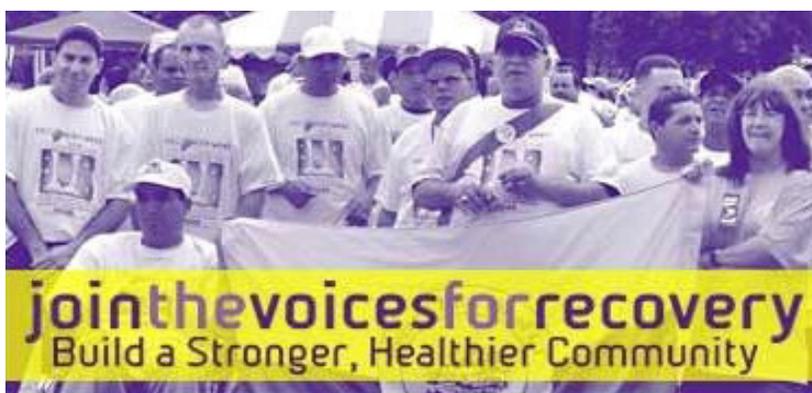
The campaign highlights the victories of real veterans as it follows them through a moment in their day. The 60-second TV PSA features seven veterans as they each tell us about their personal victories. The everlasting message of the campaign is that with the right support, all of America's veterans can thrive, and fully live up to the dreams and freedoms they fought to defend.



SAMSHA

Each September, the Substance Abuse and Mental Health Services Administration (SAMHSA) sponsors National Recovery Month to increase awareness and understanding of mental and substance use disorders, and celebrate the individuals living in recovery. This year's theme is *Join the Voices for Recovery: Invest in Health, Home, Purpose, and Community*.

To support the 2018 Recovery Month campaign, SAMHSA created two radio and television PSAs in English and Spanish, in :20 and :30 second lengths. In this year's PSAs, *r is for Recovery* and the *Voices for Recovery*. PSAs share the message of hope, delivering actual words of encouragement from individuals in recovery.

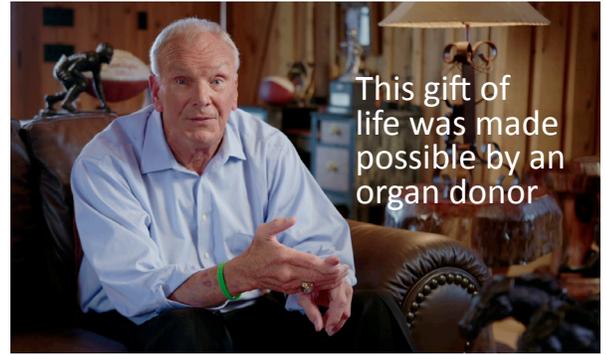


HRSA

The Health Resources and Services Administration (HRSA) is an agency of the U.S. Department of Health and Human Services. It is the primary federal agency for improving access to health care services for people who are uninsured, isolated or medically vulnerable.

One of its most important functions is to link organ donors with those who need them. There are very few things in life that each of us can do which give life, health and joy to others — which costs us nothing in terms of money, pain, or inconvenience.

The message of the latest HRSA TV and radio PSA campaign is to encourage people to sign up as organ donors and leave behind the gift of life by going to www.organdonor.gov and www.donaciondeorganos.gov. English and Spanish TV and radio PSAs are available in various spot lengths, all of which tell the inspiring stories of different people whose lives have been saved by organ donation.



HRSA
Health Resources & Services Administration



SOCIAL SECURITY

For over 80 years, Social Security has evolved to meet the changing needs of the people it serves. Today, Social Security offers an extensive array of online services that put people in control of their time and their Social Security benefits.

To demonstrate how Social Security's online services put control at viewers' fingertips, they have created a variety of new TV PSAs: *See What You Can Do Online*, *Retire Online*, *Estimate Your Benefits Online*, *Manage Your Benefits Online*, and *Planning with a 'my Social Security' Account*. The campaign also includes radio and outdoor PSA messages.



WORLD VISION

Millions of children must walk miles every day even to bring back dirty water for their families, but that is changing due to World Vision.

World Vision is the largest nongovernmental provider of clean water in the developing world, reaching one new person with clean water every 10 seconds.

The latest World Vision TV PSA campaign titled *Just Add Water* shows the benefits to children in Third World nations by providing clean water that is close to their villages. Instead of spending hours walking to get water that makes them sick, children can be in a classroom that expands their minds. Parents will gain time to care for their families. Children can grow up strong — finally free of sicknesses caused by dirty water. When you just add water, you change a life.

World Vision





GOODWILL
COMMUNICATIONS
PSA Distribution/Packaging/Evaluation

Florida Office
Goodwill Communications Inc.
2300 NE 33rd St. Suite 901
Fort Lauderdale FL 33305
571-237-7333

<http://www.goodwillcommunications.com>

SUMMER 2018 CABLEPAK

Our Summer 2018 CablePAK release had five clients as shown in the photos on the right. To make the PSAs available to local cable systems, we created a custom digital download platform called CablePAK Online, which can be viewed at: www.goodwillcablepak.com

To promote the service and where these PSAs could be downloaded, we used blast emails, hard copy direct mail and a newsletter.

Summer 2018

cablePAK high quality public service announcements

PSA USAGE SURVEY	Title	Spot Lengths Used	Times Used Per Week	# of Wks
Air Force	What Matters	30	---	---
Army National Guard	Something Greater	15	---	---
	Something Greater (Spanish)	30	---	---
	Something Greater (Spanish)	30	---	---
	Guard Careers STEM	15	---	---
	Guard Careers STEM (Spanish)	30	---	---
	Guard Careers STEM (Spanish)	30	---	---
DAV	Victories - Wade, Amanda & Jason	60	---	---
	Victories - Bobby, Mike & Carmen	60	---	---
	Victories - Wade, Amanda	30	---	---
	Victories - Mike, Jason	30	---	---
	Victories - Bobby & Carmen	30	---	---
	Victories	15	---	---
Pool Safety	Simple Safety Steps	60	---	---
	No Second Chances	30	---	---
	Simple Safety Steps - (Spanish)	30	---	---
	No Second Chances (Spanish)	30	---	---
World Vision	Just Add Water	60	---	---
	Just Add Water	30	---	---
	Just Add Water	15	---	---

Public Service Director Name: _____ Cable System Name: _____
Address: _____ City/State/Zip: _____
Phone/Email: _____

cablePAK high quality public service announcements

Broadcast Quality Messages to Support Your Community Affairs Program

Air Force
What Matters

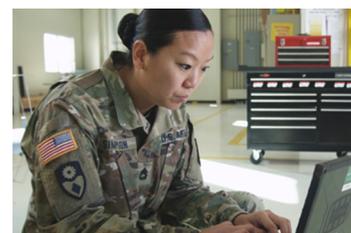
Army National Guard
Something Greater

DAV
Victories

Pool Safety
Simple Safety Steps

World Vision
Just Add Water

Available on Multiple Digital Download Platforms



Army National Guard



U.S. Air Force



Consumer Product Safety Commission

Summer 2018

cablePAK high quality PSAs for your viewers

What is CablePAK?
Twice a year in the summer and winter, we post a variety of high-quality, topical public service announcements online, which can be used by local cable systems. Our Summer, 2018 download platform includes PSAs on behalf of:

- Air Force
- Army National Guard
- DAV
- Pool Safety
- World Vision

To preview and download these PSAs, go to our CablePAK or Extreme Reach platforms by clicking on the logos.

cablePAK ONLINE

ExtremeReach

Summer 2018

cablePAK high quality public service announcements

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.

Percentage of Viewing Audience

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's 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.

In This Issue...
What is CablePAK?
Why Use These Messages?
How Can PSAs be Accessed?
How Does Usage Help Local Cable?
How can I report Usage?



DAV



World Vision