

Winter/Spring 2019 CablePAK



Welcome to cablePak Online, where you can access the PSAs included in our Winter distribution.

To preview or download PSAs for any of our participants, click on the photos.

cablePAK

In This Issue...
High quality photos and announcements

A SPECIAL MESSAGE TO PARTICIPANTS AND STATION OWNERS

4-H Launches "Inspire Kids to Do" Campaign
A MESSAGE TO STATION OWNERS FROM THE BILLS THEY NEED



4-H
CONSTITUTING AMERICA
U.S. AIR FORCE

Empowering Kids



4-H

Helping Youth & Families



Boys Town

Avoiding Vision Loss



Bright Focus Foundation

Understanding the US Constitution



Constituting America

Families Who Work to Keep Us Safe



U.S. Air Force



To access our online newsletter, which provides information on the benefits to cable systems, [Click Here](#)

Winter/Spring 2019 CablePAK

What You Get!

- Promotion
 - Four-color newsletter sent to 875 local cable systems
 - Four-color direct mail reminder with evaluation reply card
 - Reminder blast email
- Distribution
 - Your PSAs posted to CablePAK Online
 - Your PSAs distributed via Extreme Reach
- Six Months Evaluation
 - Online reports



GOODWILL
COMMUNICATIONS
PSA Distribution/Packaging/Evaluation

Winter/Spring 2019 CablePAK

Wave 1 Promotion

- Hard copy/online 4-Page newsletter
- Sent to 875 local cable and PBS stations
- Provides background on client/issue
- Provides preview and download links

cablePAK
ONLINE

PSA
Digital

ExtremeReach

cablePAK
high quality public
service announcements

A DIGITAL BROCHURE ON PSAs FOR LOCAL CABLE SYSTEMS

4H Launches "Inspire Kids to Do" Campaign
GOAL IS TO EMPOWER KIDS WITH THE SKILLS THEY NEED



4-H is America's largest youth development organization—empowering nearly six million young people across the U.S. with the skills to lead for a lifetime in four important program areas: Science, Citizenship, Healthy Living and Mentoring.

According to surveys conducted by the National 4-H Council, only one in three young people say they have the skills they need to be a leader, and half of all high school students report they are not prepared for college or a career. These are serious problems that will lead to a severe leadership void in the years to

- Science programs provide 4-H youth the opportunity to learn about Science, Technology, Engineering and Math (STEM) through fun, hands-on activities and projects.

- Citizenship programs empower young people to be well-informed citizens who are actively engaged in their communities and the world. By providing them with opportunities to connect to their communities and adult leaders, youth gain a clear understanding of their role in civic affairs and are able to build their decision-making ability.

In This Issue...



4-H



BOYS TOWN



CONSTITUTING
AMERICA



US AIR FORCE



BRIGHT FOCUS



GOODWILL
COMMUNICATIONS
PSA Distribution/Packaging/Evaluation

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Wave 2 Promotion

- Hard copy direct mailer
- Sent to 875 local cable stations
- Includes evaluation BRC
- Provides features/benefits for PSA usage
- Provides download links



PSA USAGE SURVEY	Title	Spot Lengths Used	Times Used Per Week	# of Wts
Air Force	What Matters	:30	—	—
	Refuse to be Average	:30	—	—
Army National Guard	Something Greater	:15	—	—
	Something Greater (Spanish)	:15	—	—
	Something Greater	:30	—	—
	Something Greater (Spanish)	:30	—	—
	Guard Careers STBM	:15	—	—
	Guard Careers STBM (Spanish)	:15	—	—
	Guard Careers STBM	:30	—	—
	Guard Careers STBM (Spanish)	:30	—	—

Winter/Spring 2019
cablePAK
high quality public service announcements

4-H GROWS HERE
Inspire Kids To Do
The newest 4-H PSA campaign will engage young people and rally the nation to provide more youth with hands-on experiences to improve their life skills. Its goal is to galvanizing our strongest supporters – 25 million alumni who live and work across America – to help kids become successful and productive.

The long-term campaign objective is to prepare 10 million True Leaders by 2025. It will include an ongoing national consumer and employee engagement effort with youth rallies comprised of celebrities, influencers, corporate partners, 4-H alumni and the general public.

The new TV PSAs titled "Love Mom," highlight the importance of kids doing activities with purpose through hands-on learning. They are available in 60:30 and 15 lengths in English and a :30 in Spanish. A dedicated campaign website for the campaign is at: <https://4-h.org/inspire-kids-to-do/>.

BOYS TOWN
Conversations
Today's children are tomorrow's leaders, innovators, and hope for the future. While some children have many opportunities to shine in these areas, others don't, because they are struggling to survive poverty, abuse, neglect, and families in crisis.

IN THIS ISSUE...
4-H
BOYS TOWN
CONSTITUTING A MERICA
U.S. AIR FORCE
BRIGHT FOCUS

Constituting America is committed to reversing the trend of civic apathy permeating our society today and encouraging all Americans to read and believe in our U.S. Constitution. Our mission is to teach students and adults across America about the non-partisan relevancy of the Constitution and the principles of self-governance inherent in our founding documents. Towards that end, we have created many interesting ways for people of all ages to study the U.S. Constitution and how it affects their lives, including TV PSAs created by students.

The "It's An American Thing" TV PSA presents high school student Dakare Chatman explaining why you should know our U.S. Constitution, complete with examples of what could happen if you don't.

The "Everything" TV PSA presents college student Emily Van Denwerken explaining, in a compelling, rap-like poetic intensity why not knowing your Constitution is so important could cost you.

"If You Had Something," a TV PSA created by high schooler Laura Leigh Hicks, describes the Constitution and freedoms it secures, without actually mentioning the document. It leaves the viewer wondering and guessing what is being described until the "reveal" at the end, with an "aha moment," about why we should all read and understand this treasured document, vital to preserving our liberty.

Thank You
The mission of the United States Air Force is to fly, fight and win – in air, space and cyberspace. Behind our technical dominance in space, are strong families, our retirees, the employees of our guardsmen and reservists, our industry partners and the communities in which we live and work enabling us to carry out our mission.

Responsible citizens who work to keep their nation strong do not happen by accident; it is due largely to the parents who teach their children that they must give something back and work for the common good. That is the message of the latest Air Force TV PSA entitled, "Thank You."



Winter/Spring 2019 CablePAK

Wave 3 Promotion

- Blast email
- Sent to 875 local cable and PBS stations
- Includes links to Winter/Spring 2019 CablePAK download site

Spring 2019

cable PAK

High Quality PSAs
For Your Station

In early February, we sent you a direct mail piece regarding our latest CablePAK PSAs which are high-quality public interest messages for local cable systems.

You can click on the CablePAK Online logo or go to Extreme Reach to view and download broadcast quality PSAs for:

4-H
Boys Town
Bright Focus Foundation
Constituting America
U.S. Air Force

These important messages will help you build a stronger bond with your local viewers.

cablePAK
ONLINE

ExtremeReach



4-H Inspire Kids To Do



BoysTown Point/Counterpoint



Bright Focus Make a Plan Today:
Get Your Eyes Checked



Constituting America We The Future



US Air Force Thank You



GOODWILL
COMMUNICATIONS
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U.S. AIR FORCE

THANK YOU

The mission of the United States Air Force is to fly, fight and win—in air, space and cyberspace. Behind our technical dominance in space, are strong families, our retirees, the employers of our guardsmen and reservists, Responsible citizens who work to keep their nation strong do not happen by accident; it is due largely to the parents who teach their children that they must give something back and work for the common good. That is the message of the latest Air Force TV PSA entitled, "Thank You."



Digital Distribution

- CablePAK Online
 - Separate download pages for each client
 - Synopsis on the PSAs and client issue
 - Viewable & broadcast quality download files



GOODWILL
COMMUNICATIONS
PSA Distribution/Packaging/Evaluation

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Evaluation

- Online reporting
 - Separate reporting portals for each client
 - Monthly usage data updates
 - Usage frequency; where exposure occurred; PSA length/title used; Gross Impressions and value of exposure