

Spring 2019

cablePAK

high quality public service announcements

In This Issue...

What is CablePAK?

Why Use These Messages?

How Can PSAs be Accessed?

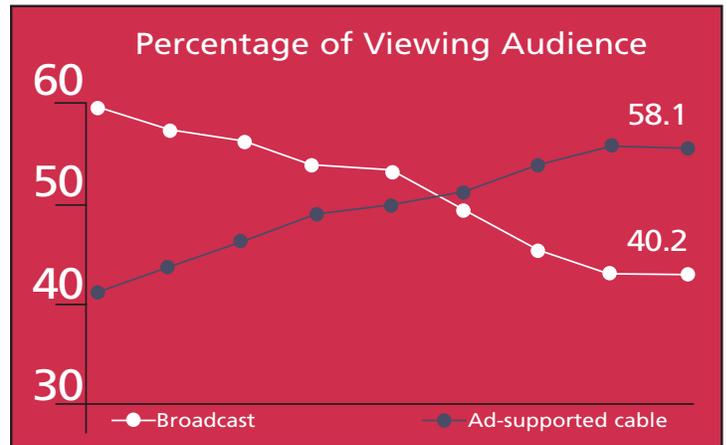
How Does Usage Help My Local Cable System?

A DIGITAL BROCHURE ON PSAs FOR LOCAL CABLE SYSTEMS

What is CablePAK?

We began distributing CablePAK over two decades ago because more people began tuning into programming on their local cable systems instead of watching content delivered by their network affiliates. As this graph shows, the percentage of households who watched broadcast TV programs fell from about 60% in 2001 to 40% in 2009, while cable viewing reversed this trend.

Because the audiences were smaller – yet growing in influence – we had to find a way to deliver PSAs at a lower cost, and so our idea was to put multiple clients on the same video tape and distribute it to stations, thus giving birth to the concept of a “shared reel” distribution procedure. Now we have migrated to digital distribution, and that is the reason for this digital brochure.



Why Use CablePAK?

Over the past 20 years, we have used CablePAK to distribute short video messages about dozens of important social issues, ranging from substance abuse, various health issues, volunteerism, benefits of military service and many others. Instead of getting PSAs one at a time, our service provides local cable systems a wide variety of options to support the issues that are important in their community. Further:

- They show your cable system cares about pressing social issues and that local cable is helping to solve them
- They offer local cable systems high-quality, short program fillers in various spot lengths to help in programming
- We offer several convenient ways for you access digital files



GOODWILL
COMMUNICATIONS
PSA Distribution/Packaging/Evaluation



How Can PSAs be Accessed?

There are several ways to access CablePAK PSAs. The First way is to go to Extreme Reach at: www.ExtremeReach.com, sign in, and in the PSA section of your dashboard, enter the name of the organization in the search tool to find the spots available to download.

The second way is to go to: www.portal.goodwillcommunications.com/PSADigital.aspx and click on CablePAK Online where you can preview and download broadcast quality PSAs.

ExtremeReach
ExtremeReach



PSA Digital
PSADigital



4-H Inspire Kids To Do



Boys Town Point/Counterpoint



Boys Town Parenting



Bright Focus Make a Plan Today:
Get Your Eyes Checked



Constituting America We The Future



US Air Force Thank You

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. This graphic shows how PSAs fit into this equation.

