

Fall 2019

cablePAK

high quality public
service announcements

A NEWSLETTER ON PSAs FOR LOCAL CABLE SYSTEMS

In This Issue...

What is
CablePAK?

How Can PSAs
be Accessed?

About our
Participants



What is 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 to access digital files



GOODWILL
COMMUNICATIONS
PSA Distribution/Packaging/Evaluation



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/>



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>



Boys Town

Boys Town believes today, as our founders did 100 years ago, that today's children are tomorrow's leaders, innovators, and hope for the future. Our latest TV PSAs include five PSAs in various lengths with parenting tips to help you and your children make responsible decisions, along with a special website at www.boystown.org/parenting



Pool Safely

The U.S. Consumer Product Safety Commission is charged with protecting the public from unreasonable risks of serious injury or death, including accidental drownings in swimming pools. The PSAs in this release include simple steps that parents can take to save lives and protect their children.

Go to: <https://www.poolsafely.gov/> for more information.

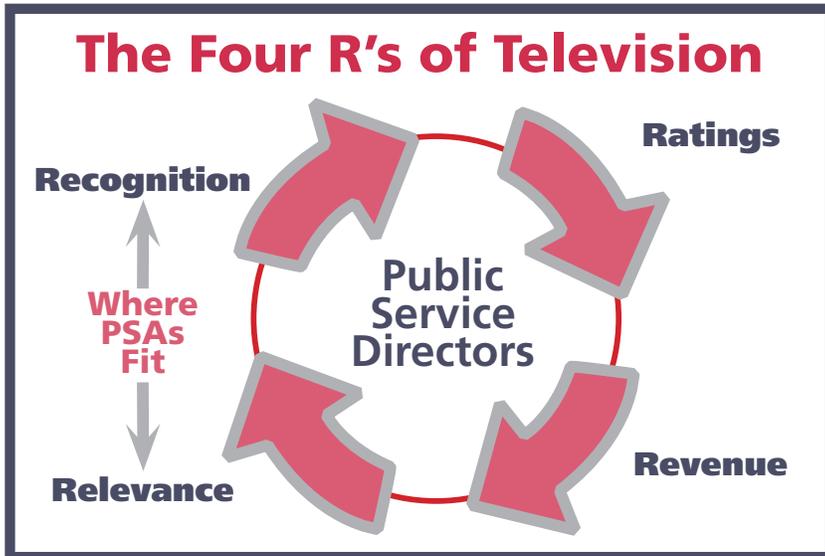
World Vision

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. Our current PSAs show the importance of clean water, nutritious food and a safe environment. To learn more, go to: <https://www.worldvision.org>.



GOODWILL
COMMUNICATIONS
PSA Distribution/Packaging/Evaluation

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



Air Force



Army National Guard



Boys Town



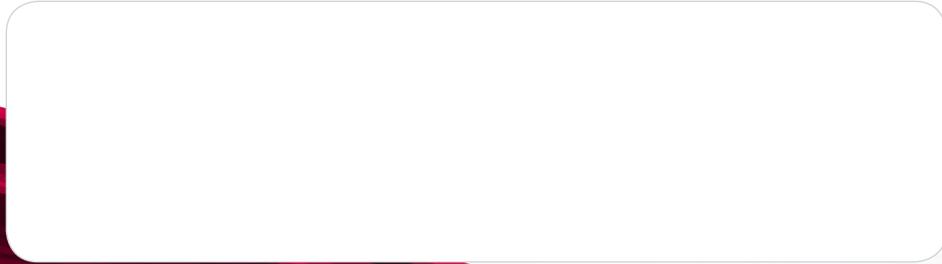
Pool Safely



World Vision

cablePAK

2300 NE 33rd Ave. Suite 901
Fort Lauderdale, FL 33305



cablePAK ONLINE

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:

The second way is to go to: www.GoodwillCablePAK.com to preview the campaigns and download broadcast quality PSAs.

