

# Summer 2020 cablePAK™



ARMY NATIONAL GUARD

BOYS TOWN

DAV

MS SOCIETY

US AIR FORCE

WORLD VISION

**cablePAK**  
high quality public  
service announcements



**GOODWILL**  
COMMUNICATIONS  
PSA Distribution/Packaging/Evaluation

# Summer 2020 cable**PAK**<sup>TM</sup>

---

- Definition and usage benefits
- Improved distribution strategy
- Digital delivery to hundreds of cable outlets, cable networks and PBS stations
- Dedicated fulfillment website
- Multi-wave promotion
- Evaluation



# Summer 2020 cable**PAK**<sup>TM</sup>

---

## **What Is It:**

- Compilation model for digital distribution of TV PSAs

## **Why Do It:**

- Lowers cost for participants
- Productive use of PSA resources
- Provides cable systems with programming options
- Excellent client cost-benefit



# Summer 2020 cable**PAK**<sup>TM</sup>

---

## Improved Distribution Strategy

- Added local “MSO” (Multi-System Operators)
- Added PBS Stations and non-commercial channels that run on “local cable”
- Added national cable networks
- Increased total distribution to over 1,000 TV outlets



# Summer 2020 cablePAK™

**ONLINE  
SUMMER 2020**

ExtremeReach

PSA  
Digital

To download PSAs from  
Extreme Reach [click here](#)

To download PSAs from PSA Digital  
[click on the photos below](#)

## WELCOME!

Welcome to the new CablePak Online, where you can access the PSAs included in our Spring 2020 distribution. To preview or download PSAs for any of our participants, click on the photos.



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



To view a PowerPoint presentation on CablePak, [click here](#).

## ARMY NATIONAL GUARD



## BOYS TOWN



## DAV



## MS SOCIETY



## US AIR FORCE



## World Vision



## Dedicated Website

- Direct link: [GoodwillCablePAK.com](http://GoodwillCablePAK.com)
- Home page featuring participants
- Newsletter on latest campaigns
- Presentation on the service

# Summer 2020 cablePAK™

## Website Contents

- Client summary
- Campaign description
- Viewable files
- PSA download instructions

### Current PSA Campaigns for Disabled American Veterans

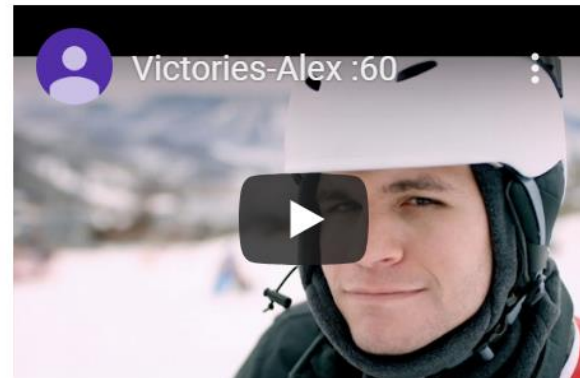
#### Support Victories For Veterans

The newest iteration of the “Victories for Veterans” PSA campaign presents real stories of four real veterans who’ve found victories with help from DAV. In addition, each TV and radio PSA features the voice of film star and decorated veteran of the Marine Corps, Dale Dye

TV

RADIO

VICTORIES-ALEX :60



#### Downloads

[VICTORIES-ALEX :60 \(HD.H.264\) 22.2 MB](#)

[VICTORIES-ALEX :60 \(HD MOV\) 303 MB](#)

[VICTORIES-ALEX :60 \(Apple Pro Res\) 1.71 GB](#)



**GOODWILL**  
COMMUNICATIONS  
PSA Distribution/Packaging/Evaluation

# Summer 2020 cablePAK™

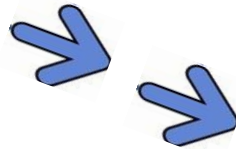
## Improved Website Access

- Three click access to preview & download files

- Enter Site



- Click client photo




- Click to view



TV RADIO

Whatever it Takes :15



Downloads

[Whatever it Takes :15 \(MOV\)](#)

# Summer 2020 cablePAK™

cablePAK  
high quality public  
service announcements

A DIGITAL BROCHURE ON PSAs FOR LOCAL CABLE SYSTEMS

In This  
Issue...

What is CablePAK?  
How Can PSAs be  
Accessed?  
About our  
Participants

## PARTICIPANTS



## 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:

- The free service offers your station high-quality, program fillers in various spot lengths
- We provide several convenient ways for you to access digital files
- CablePAK PSAs show your station cares about pressing social issues and is willing to do something positive to help solve them

This graphic shows why PSAs should matter to your station. On the right-side, **Ratings** stands for the size of your audience and the larger that is the more **Revenue** your station will generate. On the left side, **Relevance** is determined by the strength of your connection with your audience.



To the extent that your station is involved in community improvement, you gain **Recognition** for your good work, and PSAs can help in this process.



## Promotion

### Wave 1

- Hard copy/online 4-page newsletter sent to:
  - Local cable systems
  - PBS/non-commercial stations
  - National cable networks
- Provides download links
- Provides rationale for usage



**GOODWILL**  
COMMUNICATIONS  
PSA Distribution/Packaging/Evaluation



# Summer 2020 cablePAK™

**cablePAK**  
high quality public  
service announcements

**Connect with your Viewers**

- CablePak PSAs show your station cares about pressing social issues and is willing to do something positive to help solve them
- They provide your station with free high-quality short program fillers in various spot lengths
- We offer several convenient ways for you to access digital files



**PARTICIPANTS**



## Promotion

### Wave 2

- Blast email sent to all CablePAK outlets
- Provides download links
- Provides rationale for usage

**PSA**  
Digital

**ER** Extreme  
Reach

**GOODWILL**  
COMMUNICATIONS  
PSA Distribution/Packaging/Evaluation


# Summer 2020 cablePAK™

Dear Public Service Director:

We recently sent you a blast email with a link to our CablePAK site where you can view and download our latest PSAs. If you were able to use any of the PSAs would you please take a moment to complete and mail the attached postage paid business reply card?

To download any of the PSAs, go to:  
www.GoodwillCablePAK.com

Or scan this QR code with your smartphone.



## Promotion

### Wave 3

- Hard copy mailer sent to all cable outlets
- Includes an evaluation BRC

**cable  
PAK** high quality public  
service announcements

USAGE SURVEY	TITLE	LENGTHS USED	TIMES USED PER WEEK	# OF WEEKS
Air Force	Growing Up	:30	___	___
	Growing Up (Spanish)	:30	___	___
Army National Guard	I Will	:30	___	___
	I Will	:15	___	___



**GOODWILL  
COMMUNICATIONS**  
PSA Distribution/Packaging/Evaluation

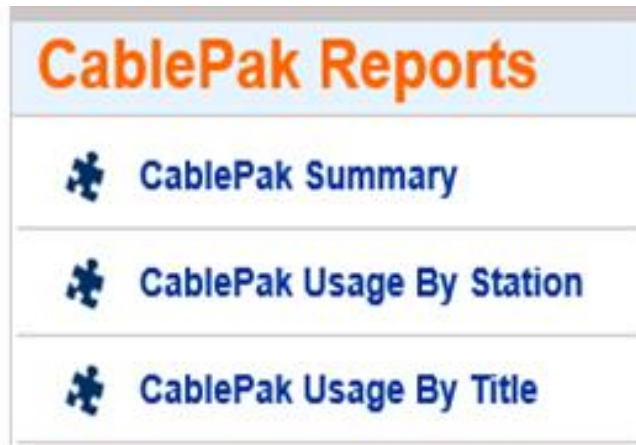
# Summer 2020 cablePAK™

## Campaign Evaluation

- Sign in using secure credentials
- On your portal click CablePAK
- Click on type of report



Client Sign In



# Summer 2020 cablePAK™

## Campaign Evaluation



### CablePak BRC Report Usage by Station

CLIENT: World Vision

Campaign Title: 2016 S/S CABLEPAK WV

Greater Than :60

Mas Grande Que Spanish :60

CablePak: 2016 Spring/Summer

Mas Grande Que Spanish :30

Greater Than :15

Report Date:3/1/2017



[Generate Excel Report](#)

DMA RANK	STN NAME	CITY	ST	SPOTS						TOTAL PLAYS	TOTAL VALUES	TOTAL GMP.	
				10	15	20	30	60	2:00				4:00
6	City of Cupertino Cable TCCH	Cupertino	CA	0	72	0	72	72	0	0	216	13860	8856
6	Millbrae Community TV	Millbrae	CA	0	0	0	0	1638	0	0	1638	111384	24570
2	KATZ Systems CATZ	North Hills	CA	0	0	0	0	64	0	0	64	7168	12096
18	Orange TV 1ORA	Orlando	FL	0	52	0	52	52	0	0	156	12012	29484
49	PLG-TV	Bardstown	KY	0	0	0	54	0	0	0	54	3078	2322
9	Bridgewater TV Access	Bridgewater	MA	0	0	0	52	52	0	0	104	32448	5304



# Summer 2020 cablePAK™

## Campaign Evaluation


- Two follow-up reminder mailings



**TV PSAs**  
FOR YOUR STATION  
**ON THE CLOUD**

New copy to come. New copy to come. New copy to come. New copy to come. New copy to come. New copy to come. New copy to come. New copy to come. New copy to come. New copy to come. New copy to come. We have posted SSA digital radio PSAs to the Extreme Reach download site which you can access at [enter URL]

## TV PSA



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. Thank you for your cooperation and support.

Would you like to download digital files from a site?  Yes  No  
Have Digital Files emailed to you?  Yes  No  
Email address: \_\_\_\_\_

*File format is Mpeg 3 – if you cannot use Mpeg files, what format do you need? need TV verbage here*

Title:	# Times Per Week	# Weeks Aired
With You Through Life's Journey :60	1-3 4-5 7-9 10-12 13+	1-3 4-5 7-9 10-12 13+
With You Through Life's Journey :30	1-3 4-5 7-9 10-12 13+	1-3 4-5 7-9 10-12 13+
With You Through Life's Journey :15	1-3 4-5 7-9 10-12 13+	1-3 4-5 7-9 10-12 13+

Name: \_\_\_\_\_  
Call Letters: \_\_\_\_\_ AM \_\_\_\_\_ FM \_\_\_\_\_  
Telephone \_\_\_\_\_ Estimated Listeners: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



**GOODWILL**  
COMMUNICATIONS  
PSA Distribution/Package/Evaluation