

Summer 2020

cablePAK

high quality public service announcements

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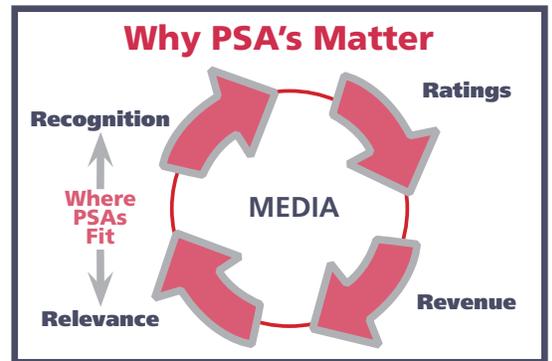
Why Use CablePAK?

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 viewers you care about pressing social issues and are 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.



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.GoodwillCablePAK.com and click on CablePAK Online where you can preview and download broadcast quality PSAs.



About Our Participants

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. To view and download the latest Army National Guard TV PSAs, [CLICK HERE](#)



Boys Town

Just as our founders did 100 years ago, Boys Town believes that today's children are tomorrow's leaders, innovators, and hope for the future. Our latest TV PSAs include two different themes with parenting tips to help you and your children make responsible decisions. To view and download the latest Boys Town TV PSAs, [CLICK HERE](#)



DAV

A leading nonprofit that provides a lifetime of support for veterans of all generations and their families, every year, DAV helps more than 1 million veterans in positive, life-changing ways by helping them access benefits they earned. To view and download the latest DAV TV PSAs, [CLICK HERE](#)



National Multiple Sclerosis Society

We help each person address the challenges of living with MS. Through our national office and 50-state network of chapters, the Society funds more MS research, provides more services to people with MS, offers more professional education and furthers more advocacy efforts than any other MS organization in the world. To view and download the latest MS TV PSAs, [CLICK HERE](#)



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. To view and download the latest Air Force TV PSAs, [CLICK HERE](#)



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. To view and download the latest World Vision TV PSAs, [CLICK HERE](#)

