

GOOD news

A NEWSLETTER ON TOPICAL SOCIAL ISSUES

CABLEPAK IMPROVEMENTS

Back in 1995 when we started our CablePAK service, we did so for a couple of reasons. First, local cable was becoming a greater factor in TV viewing habits, yet cable still reached significantly fewer viewers than broadcast TV. Accordingly, we wanted to find a way to include local cable systems in our client distribution plans but do so at a reduced cost due to the smaller audiences being delivered by local cable.

Our solution was to develop what is known as a “compilation model” to reach local cable that involves distributing several client PSAs simultaneously as part of a package, rather than as individual PSA releases.

Now in its 25th year, we have made several improvements in the Summer 2020 release which include:

- Streamlined access to PSAs, which permits cable systems to click on any of the photos on the CablePAK Online portal, taking them to the client download page on PSA Digital
- Increasing the quantity of media outlets from 500 to 1,100, to include all PBS TV stations
- More aggressive follow-up, to encourage media outlets to self-report usage

To view the CablePAK Online portal, go to:
www.GoodwillCablePAK.com

CASE HISTORY ON PSAS AND EARNED MEDIA

We have expanded our case histories on our corporate website. The newest case shows how publicity, coalition-building and PSAs can all work together to create greater campaign synergy. To see the case history on Distracted Driving goto www.goodwillcommunications.com and click on **Our Work**.

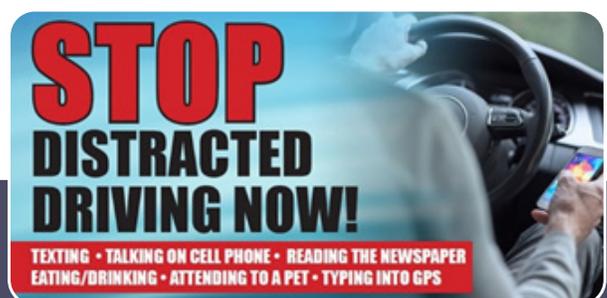


3RD QUARTER 2020

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NEW ARTICLES

While digital distribution of PSAs has been the standard for disseminating PSA messages to the media for several years now, the procedures used for distributing and promoting PSAs in a digital world are constantly evolving. We discuss the latest tactics we use in a new article titled: *Digital Distribution: How It Impacts Public Service Advertising*. To see the article [CLICK HERE](#)

PSA RESEARCH CENTER UPDATE

PSA RESEARCH CENTER

CREATING SOCIAL CHANGE

An online platform of public service advertising resources which can help achieve your organization's mission.

PRESERVE PROTECT INSPIRE

LOVE NURTURE CARE

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Public service advertising has been defined many different ways, including “advocacy advertising,” “social advertising,” and “cause advertising.” There are almost no books on the subject, and this dearth of knowledge about PSAs is what led to the creation of our Public Service Advertising Research Center 25 years ago.

We have just updated our site at www.psaresearch.com, and it has many resources which might be helpful in your organization’s attempt to create a more peaceful and sustainable world. To encourage people to visit the site, we have created a new pamphlet which you will receive in the near future. The pamphlet explains the various features of the PSA Research Center and how to access content.

NEW CLIENT

Our newest client – Seattle Children’s – is using research and clinical trials to improve the way the world treats over 200 childhood diseases and conditions – so no parent has to hear these five words: “There’s nothing we can do.” The hospital’s mantra is that every child deserves to live the healthiest and most fulfilling life possible.

Their latest TV PSA, titled: *Child Breakthrough* addresses the world-class research that the hospital is employing to help children lead a healthy, normal life with the tagline: *This isn’t about beating the odds, this is about changing them.*

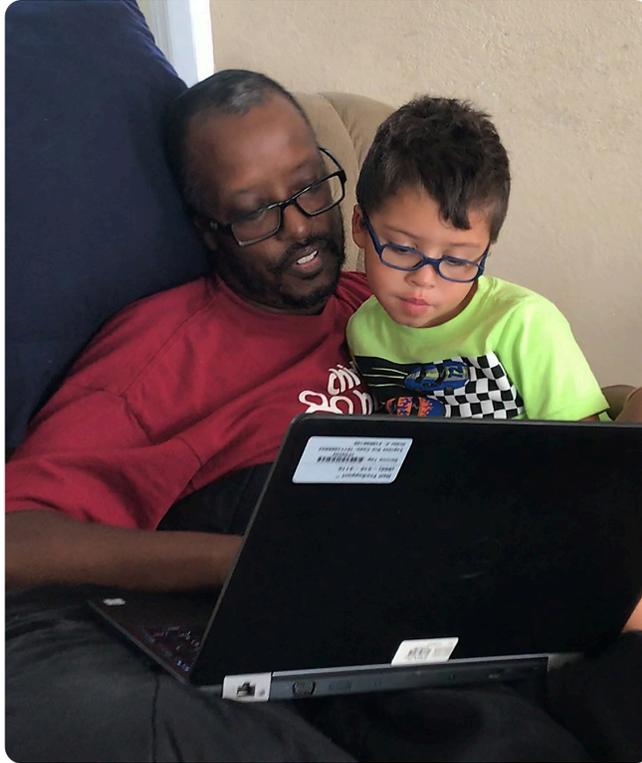


Seattle Children's[®]
HOSPITAL • RESEARCH • FOUNDATION

NEW PSA RELEASES

BOYS TOWN

The latest TV PSAs from Boys Town are entitled: *Our Time Together* and *Phony Posts*. The pandemic has brought new meaning to the work/life balance so many parents already struggle to establish. As we all navigate this new environment, Boys Town wants parents to know we are there to listen no matter the need.



Teenagers spend a lot of time on social media, talking to friends, posting pictures, and expressing their opinions. However, it is important for parents to know what their kids are posting. Learn more at www.boystown.org/parenting.



WORLD VISION



World Vision's newest TV PSA titled: *Emergency Response*, highlights their 70-year history of dealing with health emergencies. Their responses to epidemics like Zika, Ebola, and AIDS have resulted in breakthrough reductions in the spread of these diseases. The PSA shows how World Vision mobilized resources, providing stay-healthy training, helping set up public sanitation facilities, and ensuring that children get the basics they need.



World Vision