

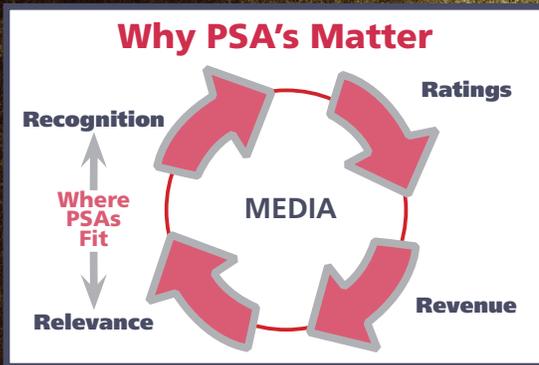
cablePAK

HIGH QUALITY PSAs FOR LOCAL CABLE SYSTEMS

Why Use CablePAK?

Our cable distribution service provides local cable systems a wide variety of options to support the issues that are important in their community.

- The free service offers your system high-quality, program fillers in various spot lengths
- We provide several convenient ways for you to access digital files
- CablePAK PSAs show your system 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 system. On the right-side, **Ratings** stands for the size of your audience and the larger that is the more

Revenue your system will generate. On the left side, **Relevance** is determined by the strength of your connection with your audience.

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

PARTICIPANTS



How Can PSAs be Accessed?

There are several ways to access CablePAK PSAs. The first way is to go to Extreme Reach at: 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: GoodwillCablePAK.com and click on any of the client photos which is where you can preview and download broadcast quality PSAs.



Our Participants

DAV is a nonprofit charity that provides a lifetime of support for veterans of all generations and their families, helping more than 1 million veterans in positive, life-changing ways each year.

Annually, the organization provides more than 600,000 rides to veterans attending medical appointments and assists veterans with well over 200,000 benefit claims. In 2019, DAV helped veterans receive more than \$21 billion in earned benefits. DAV's services are offered at no cost to all generations of veterans, their families and survivors.

DAV is also a leader in connecting veterans with meaningful employment, hosting job fairs and providing resources to ensure they have the opportunity to participate in the American Dream their sacrifices have made possible.

With nearly 1,300 chapters and more than 1 million members across the country, DAV empowers our nation's heroes and their families by helping to provide the resources they need and ensuring our nation keeps the promises made to them.



DAV's latest *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. For Hispanic audiences, there is a Spanish-language version of the *Victories-Naomi* TV PSA :30. For more information visit DAV.org.



Boys Town

A national organization that reaches communities from coast to coast, Boys Town has expanded its scope to include family counseling, health care and programs to rebuild at-risk schools. Our latest TV PSAs cover a broad range of topics to help youngsters become productive citizens.

Our Time Together :60

The pandemic has brought new meaning to the work/life balance so many parents already struggle to establish. As we all navigate this new normal, Boys Town wants parents to know we are there to listen no matter the need.



Filmed entirely by cell phone to adhere to social distancing guidelines, this

PSA captures the chaos of life right now while offering reassurance at [boystown.org/parenting](https://www.boystown.org/parenting) and 800-448-3000.

Phony Posts :60

Teenagers spend a lot of time on social media, talking to friends, posting pictures, and expressing their opinions. Social media has many positives. It allows us to connect in ways we never had before. It helps us further our education and access news quickly. However, parents need to model appropriate behavior and talk with their kids about what an appropriate online post looks like and sounds like.

Teach Love :60/:30

Love and respect are at the core of each parenting strategy from Boys Town which is based upon the following precepts:



- Teach me respect.
- Teach me patience.
- Teach me kindness.
- Teach me love.

Visit [boystown.org](https://www.boystown.org) to receive a “Teach Love” magnet. The change we want to see in our world begins at home, and Boys Town is there to help along the way.



Dreams :60

Teens are often surrounded by teachers and teen influencers who tell them how “they can achieve whatever they set their minds to achieve.” For teens experiencing depression (a condition one in five go through) these motivational messages only make their depression worse.

In *Dreams* we see a girl who encounters these motivational messages – on social media, in class, and ultimately from a commencement speaker. She confides to camera that she had trouble processing these messages while feeling so gloomy.

She finds supportive, inspiring stories of teens who work through their depression and starts to believe that she can achieve her dreams – starting with simply finding herself again. She urges confused teens to take the first step at yourlifeyourvoice.org.

The U.S. Consumer Product Safety Commission (CPSC) launched the Anchor It! campaign in 2015 to help educate parents and caregivers about the dangers of falling TVs and furniture.

Anchor It! is aimed at consumers and manufacturers of furniture and TVs with rates of injury and even fatalities higher than most people could imagine. According to CPSC's most recent report, in the United States 459 children died from tip-over incidents between 2000 and 2018. Data from the period of 2016-2018 shows that about every 43 minutes a child is injured from a TV or furniture tipping over.



Anchor It! is raising awareness and providing simple and inexpensive steps to help prevent tip-over incidents. An increasing number of companies are also providing anchors with their



products, and most home improvement stores or websites carry affordable anchoring

kits. Anchor It! provides how-to guides and spreads the message of what can happen if furniture and TVs are not properly secured.

The campaign also collaborates with families who have experienced a tragic, or even fatal tip-over incident, to share information with other parents and caregivers of young children.

This new 30-second TV PSA, available in both English and Spanish, illustrates how quickly a tip-over tragedy can occur, even when parents are nearby. With more families staying at home due to COVID-19 restrictions, there is an increased risk for tip-overs. Entitled: *Even When You're Watching*, this PSA contains real, terrifying footage of tip-overs caught on video monitors, and, in one case, an incident filmed by a mother carefully watching her toddler. To learn more about Anchor It! please visit: anchorit.gov.



U.S. Air Force

In the U.S. Air Force leadership and mentorship are key ingredients to the success of any mission. But mentors come in all shapes and sizes, and not just in traditional roles.



In our latest public service announcement



titled *Looking Up* (:30) and *Buscando* (:30/Spanish) we see young men and women receiving guidance, knowledge,

and encouragement from their mentors, whether it's their parents, their teacher, or their coach.

Whether they're giving us encouragement to pursue our dreams, telling us hard truths, or just lending an ear, the mentors we have chosen to accept into our lives shape who we are, what we believe, and who we will one day become. For more information visit AIRFORCE.com.



Seattle Children's

There are five words no parent wants to hear: **There's. Nothing. We. Can. Do.** And to them we say, there should always be something.

At Seattle Children's, research and clinical trials are improving the way the world treats over 200 childhood diseases and conditions—so no parent has to hear those five words. Because what works now could work better, and more treatment options mean more second chances.

Every child deserves to live the healthiest and most fulfilling life possible—so we'll be relentless, until we find the treatments that are the most effective, the least invasive, and the best option for any pediatric condition. This isn't about beating the odds, this is about changing them, for all kid-kind. Three TV PSAs are available to the media: *Child Breakthrough* :60/:30; *Child Breakthrough Jensen* :15; *Child Breakthrough Allyanna* :15. For more information visit SeattleChildrens.org

***This isn't about beating the odds,
this is about changing them.***



Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION



GOODWILL

COMMUNICATIONS

PSA Distribution/Packaging/Evaluation

Florida Office

Goodwill Communications Inc.
2300 NE 33rd Avenue, Suite 901
Fort Lauderdale FL 33305
571-237-7333

goodwillcommunications.com

High Quality PSAs
Brought to you by:

DAV

Boys Town

Consumer Product
Safety Commission

Seattle Children's

U.S. Air Force



REMEMBER
VETERAN'S DAY



NOVEMBER 11, 2020