

GOOD news

4TH QUARTER
2020

A NEWSLETTER ON
TOPICAL SOCIAL ISSUES

HOW DIGITAL DISTRIBUTION AFFECTS PSAs



The impact of digital distribution of media content is similar to the way that Apple Music is replacing CDs as the preferred method of listening to music. You can either go online and choose 35 million songs to download to your phone, or you can go out to your favorite music store, buy a CD, take it home, place it in some playback platform and listen to just the songs on that one CD.

However, when it comes to distribution of digital media content, you have to aggressively promote both the medium and the message you are trying to get the media to use and this article explains the process.

It explains the “push” and “pull” methods by which digital content is made accessible to the media and the role of promotion in the process. To read the entire story, [CLICK HERE](#)

IN THIS ISSUE:

- **Articles:** *How Digital Distribution Affects PSAs*
- **New Campaign:** Boys Town & CPSC/Anchor It
- **New Clients:** American College of Emergency Physicians
- **New Case History:** World Vision



FALL CablePAK IS ONLINE

Now in its 27th year, Fall CablePAK is online with five participants:

- Boys Town
- Consumer Product Safety Commission
- DAV
- Seattle Children's
- U.S. Air Force

[CLICK HERE](#)
to view the site



NEW CAMPAIGNS

Boys Town's *Teach Love and Dreams*

A national organization that reaches communities from coast to coast, the scope of Boys Town's services has expanded to include in-home family counseling, health care and programs to rebuild at-risk schools.

One of their services, is the Boys Town National Hotline®, a 24/7 crisis hotline for kids and parents. It provides a website specifically for teenagers called www.yourlifeyourvoice.org.

In view of the troubled times in which we are all living, love and respect have never been more important. Those values are at the core of their newest TV PSAs titled *Love*.

In the *Dreams* TV PSA we see a girl who encounters these motivational messages – on social media, in class, and ultimately from a commencement speaker.

She comes to believe that she can indeed achieve her dreams – starting with simply finding herself again and she urges confused teens to take the first step at:

www.yourlifeyourvoice.org



Teach Love



Dreams



Consumer Product Safety Commission's New *Anchor It* Campaign

According to CPSC's most recent report, 459 children died from tip-over incidents between 2000 and 2018 in the U.S. Data shows that about every 43 minutes a child is injured from a TV or furniture tipping over on them.

A 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! visit: www.anchorit.gov



NEWCLIENT

The American College of Emergency Physicians (ACEP)

ACEP was founded by a small group of physicians who shared a commitment to improving the quality of emergency care. Through continuing education, research, public education and advocacy, ACEP advances emergency care on behalf of its nearly 40,000 emergency physician members, and the more than 150 million Americans they treat on an annual basis.

The newest TV PSA from ACEP titled: *Stand in the Gap* spotlights how the current health care system in the U.S. isn't working for everyone like it should. Access to health care is limited for many by economic inequities, shortage of doctors, inefficiencies and high insurance costs.

Go to www.acep.org to learn more.



 American College of
Emergency Physicians®

NEWCASEHISTORY

World Vision

The world is making huge strides in overcoming global poverty. According to World Vision data since 1990, a quarter of the world has risen out of extreme poverty with less than ten percent of the world living in extreme poverty, which is defined as surviving on \$1.90 a day or less.

This case history describes the work that World Vision does to overcome extreme poverty and the success of their national PSA campaign. Go to [CLICK HERE](#) to read the case.




World Vision®