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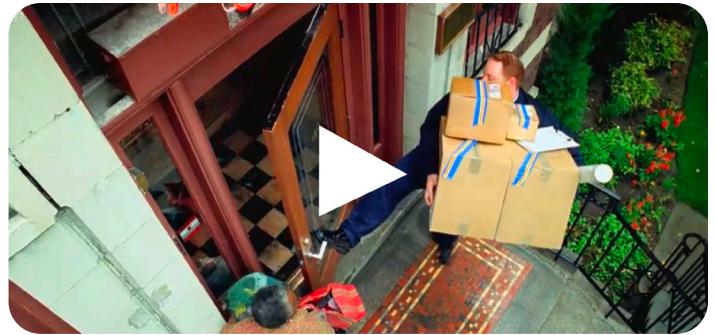
A NEWSLETTER ON TOPICAL SOCIAL ISSUES

CREATING COMPELLING PSAS ON A BUDGET

"A compelling creative message is what many media outlets look at first, not always the issue itself, observes James Baumann, CEO of Goodwill Communications. To provide compelling creative messages on an affordable budget, we have teamed up with Steve Wunderli, an award-winning writer, producer, and director.

"You can get great quality without spending a lot of money if you create a story that doesn't need special effects, or a lot of extras" says Steve. One of the most popular TV PSAs he helped create called Packages featured a man on a doorstep with a few extras and was very cost effective to produce.

Learn more about Steve and check out his work [HERE](#)



GOODPSAs
CREATING PSAS THAT WORK

REBRANDING CABLEPAK™

For nearly 3 decades, we have been distributing CablePAK, which is known as a "compilation" method of distribution. In the past it has been distributed to about 600 local cable systems and PBS stations. Starting mid-2021 we are rebranding the service as PSAPAK,™ and expanding our distribution plan to TV outlets across the country, or about 2,000 broadcast TV and local cable TV systems, and national cable networks.



high quality
public service
announcements

While the name of the service is different, many of the tactics that made CablePAK successful will be retained, which include:

- A website portal where digital PSAs can be downloaded
- A newsletter which is sent to all media on our digital distribution list
- Blast emails requesting the media outlets to report usage

To learn how you can participate, send an email to: bill@goodwillcommunications.com

NEW BOYS TOWN CASE HISTORY

Today's children are tomorrow's leaders, innovators, and hope for the future. While some children shine in these areas, others don't because they are struggling to survive poverty, abuse, neglect, and families in crisis, all made worse by the COVID pandemic which is isolating all of us from one another.

Regardless of a person's background, race, or religion, Boys Town believes that everyone deserves the chance to reach their full potential. A national organization that reaches communities from coast to coast, their scope has expanded to include in-home family counseling, health care and programs to rebuild at-risk schools. They have been helping children and teens for more than 100 years and their services touch the lives of more than 2 million people each year.

"Via our public service announcements (PSAs) and other marketing tactics we are trying to increase awareness among those youth and their families who need the unique assistance our services provide," observes Ginny Gohr, Director of the Boys Town National Hotline.

To see more details, check out the Boys Town

CASE STUDY.



GOODCAUSES & SAFE RIDE AMERICA



Goodwill Communications has been doing pro-bono public education work for SafeRide America, (SRA) a non-profit based in Atlanta which provides drivers to get people home safely from bars and restaurants.

A new SRA chapter has opened in Boca Raton, Florida and Goodwill Communications is helping them launch a public education effort throughout Palm Beach County. We are also assisting them in creating a new non-profit organization – the Jordan Wachtell Foundation – formed to honor a New York business executive who was killed by a drunk driver. To learn more about SafeRide America, go to: SafeRideAmerica.org and to view a news clip on the formation of the Foundation, **CLICK HERE.**



JordanWachtell
FOUNDATION