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A NEWSLETTER ON TOPICAL SOCIAL ISSUES

## Production Quality = Viewer Interest

By Steve Wunderli

Good creative production starts with a compelling concept - a story your audience wants to hear with an ending that assures them they can make a difference. Nobody wants to see a problem that has no solution. They want to be part of making the world better. So, the story has to give them that opportunity.

Next, you need creatives who know how to paint that picture with light, audio, acting, pacing, and music. Cobbling together a crew based on budget or who is



available or even by someone who has worked for you in the past, just doesn't work. Each team member must be the right talent for the task. That takes time, and a good network. To read more [Click Here](#) (This takes them to the full story)

### NEW CLIENT: Toxic Stress

The COVID-19 pandemic has had a major effect on our lives. Many of us are facing challenges that can be stressful, overwhelming, and cause strong negative emotions in all of us.

The United Ways of California has built a network to improve health, education and financial results for low-income children and families by enhancing and coordinating the community impact, via financial assistance and advocacy.



They have leveraged the strength of this network to build a nationwide response mechanism to address what they call *Toxic Stress*, including a national TV and radio PSA campaign.

The campaign is a nationwide effort to assist the public in recognizing the signs of toxic stress, understand the dangers of the condition and provide a single access point to seek help. Those who text “stress” to 211211, or visit 211211.org, will be directed to resources to help them address financial, food-related and COVID-19 issues as well as other topics. To view the PSA: [Click Here](#)



**United Ways of California**

## NEW NEWSLETTER

Later this month we will be creating a new newsletter titled: “GoodViews” which will provide non-profit organizations with a series of articles written by experts in their fields of professional endeavor. Some of the subjects to be addressed include:

- The importance of storytelling in creative development
- How Nielsen PSA tracking works
- Ways to optimize your website landing page
- How to design outdoor messages that work
- How the media world is changing
- How to craft radio messages that will get used
- The importance of promotion in a digital distribution world



HELPING YOU CONNECT WITH YOUR KEY AUDIENCES

For a free subscription, contact Bill Goodwill at [Bill@goodwillcommunications.com](mailto:Bill@goodwillcommunications.com)

(See the full Wunderli article below)



## **Production Quality = Viewer Interest**

By  
Stephen Wunderli

***“Quality Never Goes Out of Style”***

Levi Strauss

1873. The birth of the Blue Jean. Bavarian born Levi Strauss decides that quality work pants are worth the extra price, and his clientele agree. The brand has spanned two centuries.

So what does this have to do with PSA production? Everything. The tagline: “Quality Never Goes Out of Style” captures the essence of consumer connection. Quality attracts. It puts messages and products above the competition. In college I learned a valuable edict from a Swiss Design professor: “presentation is everything.” None of my concepts or designs mattered at all if the presentation didn’t hit the quality notes that got it noticed in the first place.

Production quality matters. It gets you noticed. It’s the first introduction to your organization. Cut-rate production sinks into the abyss of unnoticed messages. Competition for attention is fierce. Your messages are not competing with other nonprofits. You are competing with the best commercials on the air, on the streets, and on every digital device your audience uses. Nonprofits have to become messaging masters the way Nike has become a master marketer.

***“The good news is you are not selling shoes;  
you are selling what makes people feel good.”***

### **A Compelling Concept**

Good creative production starts with a compelling concept - a story your audience wants to hear with an ending that assures them they can make a difference. Nobody wants to see a problem that has no solution. They want to be part of making the world better. So, the story has to give them that opportunity.

Next, you need creatives who know how to paint that picture with light, audio, acting, pacing, and music. Cobbling together a crew based on budget or who is available or even by someone who has worked for you in the past, just doesn’t work. Each team member must be the right talent for the task. That takes time, and a good network.

(Budget matters. Yes, you can get great quality on a budget. It takes looking at the essence of the concept and creating a story that doesn't need special effects or a stadium full of extras. One of the most popular TV spots I ever helped create called *Packages* featured a man on a doorstep and a few extras. You can see the PSA at:

(Elaine to create link [Click here](#))  
<https://www.passiton.com/inspirational-stories-tv-spots/76-packages>

Quality is paramount. It never goes out of style. And it multiplies views, engagement, and memorability.

### **Quality Issues to Think About:**

- *Quality gets you noticed.*
- *Competition is fierce; quality messages help you rise above other competing messages.*
- *Storytelling is effective with an end that provides a solution.*
- *Each creative team member must be perfect for the production task.*
- *You can do good work on a budget, but you have to be creative in your approach.*

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*Stephen Wunderli has won numerous awards for his creative work focused on nonprofits—from ADDYs, CINES, and Tellys, to the Take Time for Peace honor awarded by the United Nations. He works closely with Goodwill Communications to create high-quality PSAs that get noticed. You can view more of his work at:*

(Elaine to create link [Click here](#))  
[goodwillcommunications.com/creative-services](http://goodwillcommunications.com/creative-services)