

GOOD 2ND QUARTER 2021 news



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A NEWSLETTER ON TOPICAL SOCIAL ISSUES

PRODUCTION QUALITY = VIEWER INTEREST

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GOODPSAs

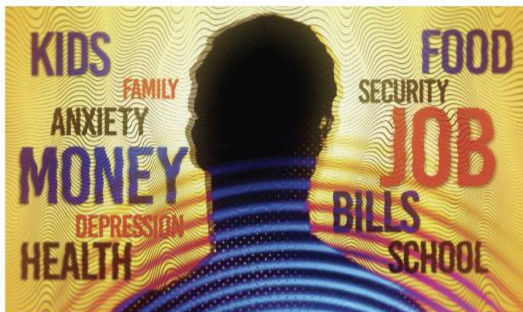
CREATING PSAs THAT WORK

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](#)

NEW CLIENT: TOXIC STRESS



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](#)

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



GETTING PSA BIDS

Imagine for a second if the government issued a notice to one of its regular contractors – let's say Boeing – to build the next generation long range bomber. Further, let's say the government told Boeing they are giving them a no-compete contract. Do you think this approach would result in higher or lower costs? If you answered lower, it is back to contracting 101.

Any time any bidder, vendor, contractor, or service provider can have the luxury of doing work when there is no competition, you can guarantee they will charge more and the reason is obvious – they have no incentive to keep costs down. We have written an article which you can view [HERE](#) which explains why getting bids is so important to your organization.

