

# GOOD news

4<sup>th</sup> Quarter  
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A NEWSLETTER ON  
TOPICAL SOCIAL ISSUES



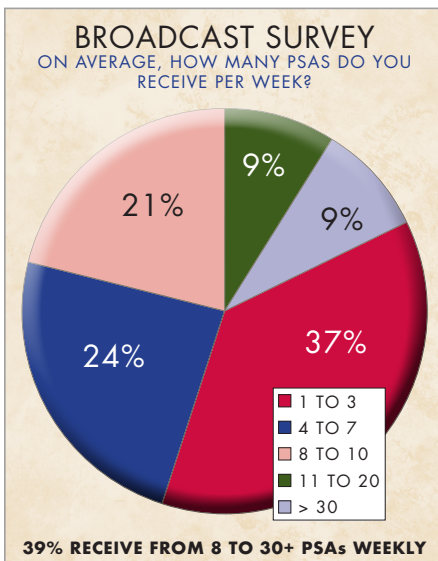
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## SIX TIPS TO GET YOUR PSAs USED

"PSAs can be great marketing tools for non-profits – if they are used," observes Bill Goodwill who was interviewed recently by the *Non-Profit Communications Report*.

The article goes on to point out some of the impediments for getting PSAs used at a time when



the competition for free time and space is intense and outlines six strategies to increase the likelihood of getting your PSAs used.

"In a survey among U.S. TV stations, nearly 40 percent

of respondents indicated they get from eight to 30 PSAs per week. The situation is made worse by the fact that some TV stations run up to 15 paid commercials per break, leaving almost no time for PSAs."



**1. DEMAND QUALITY.** "Stations are not going to air PSAs that are not well-produced," Goodwill says. Make sure all creative aspects of the PSA – from the writing to lighting – look professional.

**2. ADHERE TO MEDIA REQUIREMENTS.** This includes everything from producing an exactly-timed PSA in a high-definition format, to making sure there is a kill date, an Ad-ID code, along with bars, slate and tone on the front end of the TV PSA. To find out more about what media outlets require, and for help preparing and distributing your campaign, go to [GoodwillCommunications.com](http://GoodwillCommunications.com) or email us at [Bill@GoodwillCommunications.com](mailto:Bill@GoodwillCommunications.com).

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# Fall CablePAK Online

Now in its 25th year, our Fall CablePAK has been distributed to 700 local cable systems and PBS stations. By going to [www.GoodwillCablePAK.com](http://www.GoodwillCablePAK.com) the media can preview PSAs for five different participants, click a link to download broadcast quality messages, or access an online newsletter which explains the purpose of CablePAK and its advantages to the media.

This fall's release includes a broad mixture of themes and messages, including:

## Army National Guard

Army National Guard units across the nation help their local communities deal with floods, hurricanes, fires, tornadoes, snowstorms, and other emergencies.

These highly-trained, dedicated Citizen-Soldiers who serve part-time are ready at a moment's notice. They take pride in serving their communities and our nation. <https://www.nationalguard.com>



## Boys Town

As our founders did 100 years ago, Boys Town believes that today's children are tomorrow's leaders, innovators, and hope for the future. Our latest TV PSAs include five PSAs in various lengths with parenting tips to help you and your children make responsible decisions, along with a special website at [www.boystown.org/parenting](http://www.boystown.org/parenting).

## Pool Safely Campaign

The U.S. Consumer Product Safety Commission is charged with protecting the public from unreasonable risks of serious injury or death, including accidental drownings in swimming pools. The PSAs in this release include simple steps that parents can take to save lives and protect their children. Go to: <https://www.poolsafely.gov/> for more information.







## U.S. Air Force

The mission of the United States Air Force is to fly, fight and win in air, space and cyberspace. Their rich history and vision guides our forces as they pursue a mission based on excellence to become leaders, innovators and air warriors. In their latest PSA titled "Growing Up," a young boy steals extra time from sleeping to play with his favorite toy – a model jet airplane – with a dream of serving in the U.S. Air Force. More information is at:  
<https://www.airforce.com/>

## World Vision

An international partnership of dedicated staff and supporters, World Vision's mission is to work with the poor and oppressed to promote positive human transformation. Our current PSAs show the importance of clean water, nutritious food and a safe environment. To learn more, go to:  
<https://www.worldvision.org>.



# How to Stretch Your Limited Production Budget

There are several new articles posted to the PSA Center that discuss how to stretch limited production resources when producing your next PSA campaign including:

- Where to get pro-bono assistance for producing your next PSA campaign [www.psaresearch.com/probono\\_campaigns.pdf](http://www.psaresearch.com/probono_campaigns.pdf)
- How to stage a PSA contest [www.psaresearch.com/psa\\_contests.pdf](http://www.psaresearch.com/psa_contests.pdf)
- The merits and advantages of recycling your PSAs [www.psaresearch.com/recyclingpsas.pdf](http://www.psaresearch.com/recyclingpsas.pdf)

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**3. DISTRIBUTE DIGITALLY.** Gone are the days of delivering hard-copy PSA packages directly to the media. Although some radio stations still accept CDs, digital distribution is a must for TV, using both “push” and “pull” strategies. We use a digital service such as Extreme Reach to push PSAs out to stations.

The pull strategy comes from posting PSAs on our own digital download platform called PSA Digital, and we also use the digital distribution platform created by the National Association of Broadcasters called SpotCenter.

**4. PROMOTE, PROMOTE, PROMOTE.** “If stations don’t know where to download your PSAs, then they obviously cannot air them,” Goodwill says. He suggests blast e-mails, alert postcards and storyboards posted to the digital download site.

**5. MAKE IT RELEVANT.** TV and radio stations are interested in PSAs that are important to their viewers and listeners.

**6. HIRE A PROFESSIONAL** PSA producer and distributor. These individuals know the ins and outs of production and distribution specific to PSAs. Additionally, a distributor can provide you with data to show the impact of your campaign, something that’s difficult for nonprofits to do without assistance.

