



**Reach Millions More TV Viewers Nationwide**



NAPS writes, edits  
and distributes  
Video Feature  
Releases to  
1,000+ TV  
stations across  
America.





Our team of professionals will take your background material and adapt it to a style of writing that appeals to thousands of editors and millions of TV viewers throughout the U.S.A. After 50 years of being in this business, we are the experts at what formats will be most successful.





NAPS sends to TV stations  
in any format they choose.  
Various formats include  
DVC, DVD, Beta,  $\frac{3}{4}$ ", VHS  
and S-VHS.





# Consumer Science

## NEWS & NOTES

Vol. #140

DVD TRACK	SEGMENT TITLE:	SUBJECT:	LENGTH:	TIME CODE:
Tk 01	OPENING/INTRODUCTION		:50	01:00:00:00 - 01:00:50:19
Tk 02	RACE FOR THE CURE	HEALTH	:60	01:00:51:18 - 01:01:51:18
Tk 03	HEALTH MATTERS	HEALTH	:60	01:01:52:17 - 01:02:52:17
Tk 04	CATARACT AWARENESS	HEALTH	:30	01:02:53:16 - 01:03:23:17
Tk 05	HEALTH BULLETIN	HEALTH	:60	01:03:24:16 - 01:04:24:16
Tk 06	EDUCATIONAL ASSISTANCE	EDUCATION	:60	01:04:25:15 - 01:05:25:15
Tk 07	SPOTLIGHT ON HEALTH	HEALTH	:60	01:05:26:14 - 01:06:26:14
Tk 08	NO LICENSE NEEDED	AUTOMOTIVE	:60	01:06:27:13 - 01:07:27:13
Tk 09	COOKING CORNER	FOOD	:60	01:07:28:12 - 01:08:28:12
Tk 10	CHILD SAFETY	HEALTH	:60	01:08:29:11 - 01:09:29:11
Tk 11	CHILDREN'S HEALTH	HEALTH	:60	01:09:30:10 - 01:10:30:08
Tk 12	SCHOOLS AND SMOKING	HEALTH	:60	01:10:31:07 - 01:11:31:07
Tk 13	ONLINE TOO OFTEN?	HEALTH	:60	01:11:32:06 - 01:12:32:06
Tk 14	NEWS OF HEALTH	HEALTH	:60	01:12:33:05 - 01:13:33:05
Tk 15	HEALTHIER LIFESTYLES	HEALTH	:60	01:13:34:04 - 01:14:34:04
Tk 16	HEALTH TIPS	HEALTH	:60	01:14:35:03 - 01:15:35:03
Tk 17	SAVING ON CAR COSTS	AUTOMOTIVE	:60	01:15:36:02 - 01:16:36:02
Tk 18	A NICKEL'S WORTH	HOME IDEAS	:60	01:16:37:01 - 01:17:37:01
Tk 19	PENNY PINCHING	HOME IDEAS	:60	01:17:38:00 - 01:18:38:00
Tk 20	CONSUMER TIPS	HOME IDEAS	:60	01:18:38:29 - 01:19:38:29
Tk 21	CLOSE		:09	01:19:39:28 - 01:19:48:22
Tk 22	ENTERTAINING ODDITIES		3:10	01:19:49:21 - 01:23:00:02

Each mailing includes a lineup sheet with the subject of each spot, the length and the time code for easy access.

The CSNN program can be run in its entirety, as most stations prefer, or as individual segments.





NORTH AMERICAN PRECIS SYNDICATE, INC.  
350 FIFTH AVENUE • NEW YORK, NY 10118-0110 • (212) 867-9000

#### CRANBERRY TOUR



THIS YEAR, THE BEAUTIFUL FALL TRADITION OF THE CRANBERRY HARVEST HAS GONE ON TOUR.

THOUSANDS OF CRANBERRIES AND CRANBERRY VINES MADE THE JOURNEY FROM THE OCEAN SPRAY BOGS TO NEW YORK, CHICAGO AND LOS ANGELES. THIRD- AND FOURTH-GENERATION CRANBERRY GROWERS SHOWCASED THE FRUIT OF THEIR LABOR WHILE EDUCATING CONSUMERS ON THE TASTE, HEALTH AND HERITAGE OF THE CRANBERRY.

DURING THE "BOGS ACROSS AMERICA" EVENTS, PARTICIPANTS LENT A HAND BY HELPING OCEAN SPRAY STRING CRANBERRIES REPRESENTING HOLIDAY MEALS ONTO A BEAUTIFUL GARLAND. IN SUPPORT OF AMERICA'S SECOND HARVEST—THE CHARITABLE HUNGER-RELIEF ORGANIZATION—DONATIONS WERE MADE, WITH THE MONEY GOING DIRECTLY TO LOCAL FOOD BANKS.

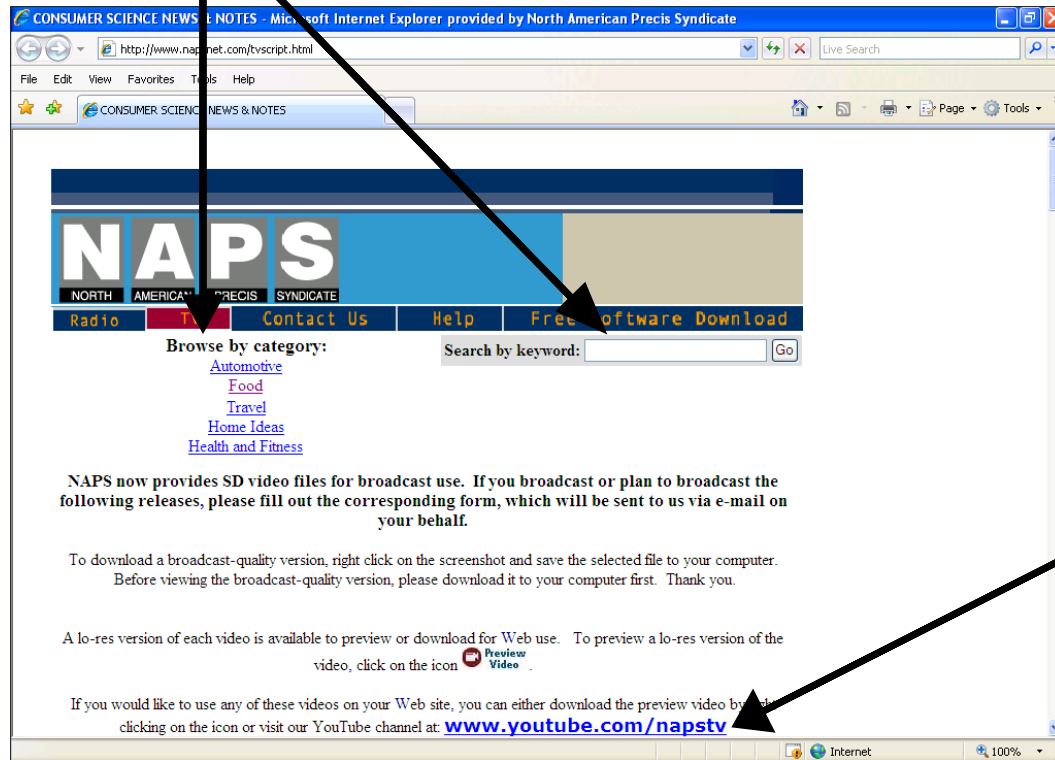
CELEBRITY CHEFS SHOWCASED THE VERSATILITY OF THE CRANBERRY, AND ATTENDEES RECEIVED SAMPLES OF OCEAN SPRAY PRODUCTS AND COPIES OF THE "12 MONTHS OF CRANBERRY" BOOKLET, FILLED WITH RECIPES, CRANBERRY FACTS AND CRAFT IDEAS. TO REQUEST A PAPERBACK COPY OF THE BOOKLET, OR DOWNLOAD A P-D-F VERSION, VISIT [WWW.OCEAN-SPRAY.COM](http://WWW.OCEAN-SPRAY.COM) OR CALL 800-6-6-2-3-2-6-3.

Each mailing includes scripts.

You can drive traffic to your site and make your phone ring by including your Web site and phone number.



VFRs can be searched by category or by keyword.



A link to the NAPS YouTube channel provides easy access to a large selection of videos that can be used on other Web sites or blogs.





The screenshot shows the NAPS YouTube channel page. At the top, there's a YouTube header with the logo, a search bar, and links for 'Create Account' and 'Sign In'. Below this, navigation links include 'Home', 'Videos', 'Channels', 'Shows', 'Subscriptions', 'History', and 'Upload'. The channel name 'NAPSTV' is prominently displayed with a 'Subscribe' button and tabs for 'All', 'Uploads', and 'Favorites'. A search bar for uploads is also present. The main content area features a grid of 18 video thumbnails, each with a title, view count, and upload date. An arrow points to the 'Most Viewed' sorting option in the top right corner of the video grid.

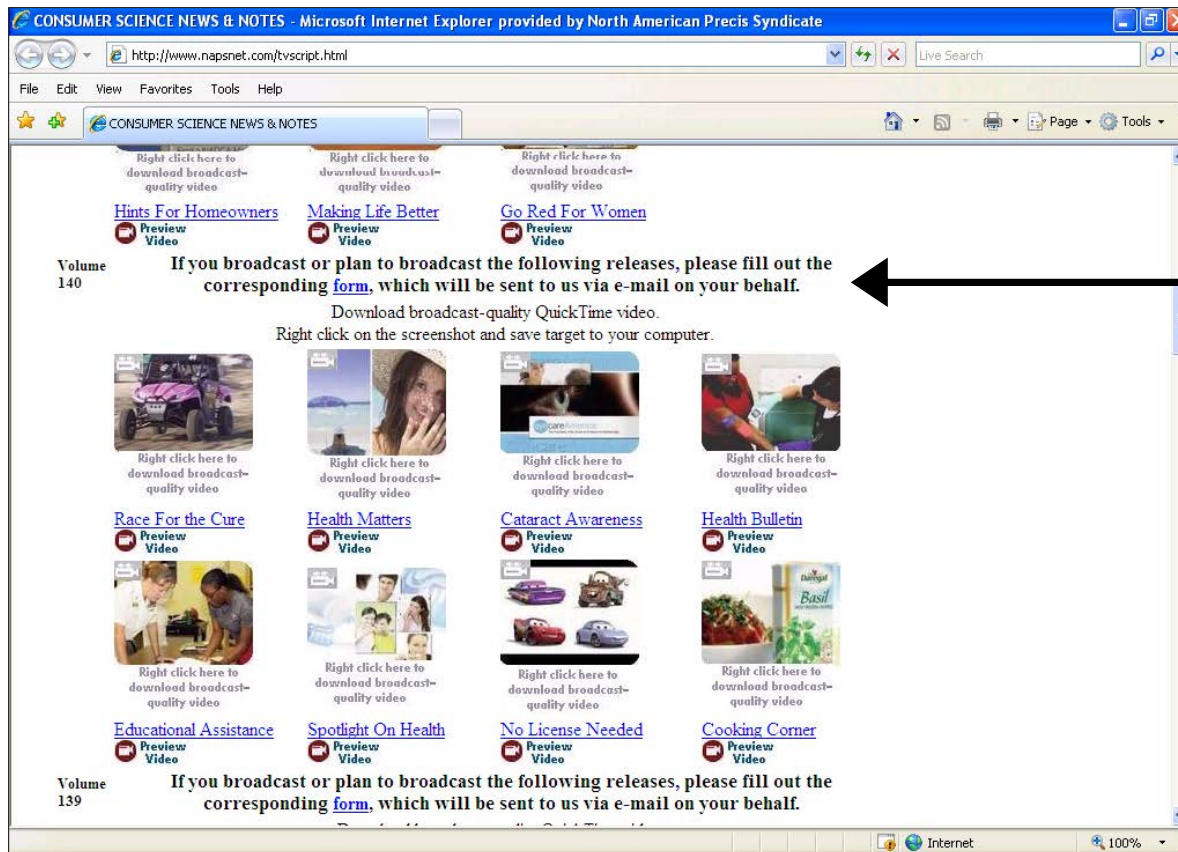
Video Title	Views	Upload Date
Century 21 - Hints for Homeowners -	24 views	3 weeks ago
Oodle - Online Safety - NAPS-TV	17 views	3 weeks ago
National Payroll Week - Making	6 views	3 weeks ago
NADCA - Hints for Homeowners -	16 views	3 weeks ago
4H - News of Youth - NAPS-TV	3 views	3 weeks ago
Life Your Life Well - Making Life	8 views	3 weeks ago
Merck - Go Red For Women -	1 views	3 weeks ago
Eyecare America - Cataract	9 views	1 month ago
Educational Assistance -	6 views	1 month ago
Skin Cancer Prevention -	14 views	1 month ago
Breast Cancer - Royal Purple	210 views	1 month ago
Spinbrush - Spotlight on	12 views	1 month ago
AccuVein AV300 - Health Bulletin	32 views	1 month ago
Daregal Gourmet Frozen Herbs	21 views	1 month ago
Disney on Ice - No License Needed	252 views	1 month ago
Royal Purple - Oil Facts and Friction	961 views	2 months ago
Nurse Practitioners - News of Health	76 views	2 months ago
Wild Planet Games - Active	22 views	2 months ago

Below the video grid, there's a 'Recent Activity' section showing a new video upload by NAPSTV: 'Century 21 - Hints for Homeowners - NAPS-TV' with a description about the American Recovery and Reinvestment Act of 2009.

VFRs on the NAPS YouTube channel can be sorted by most viewed.

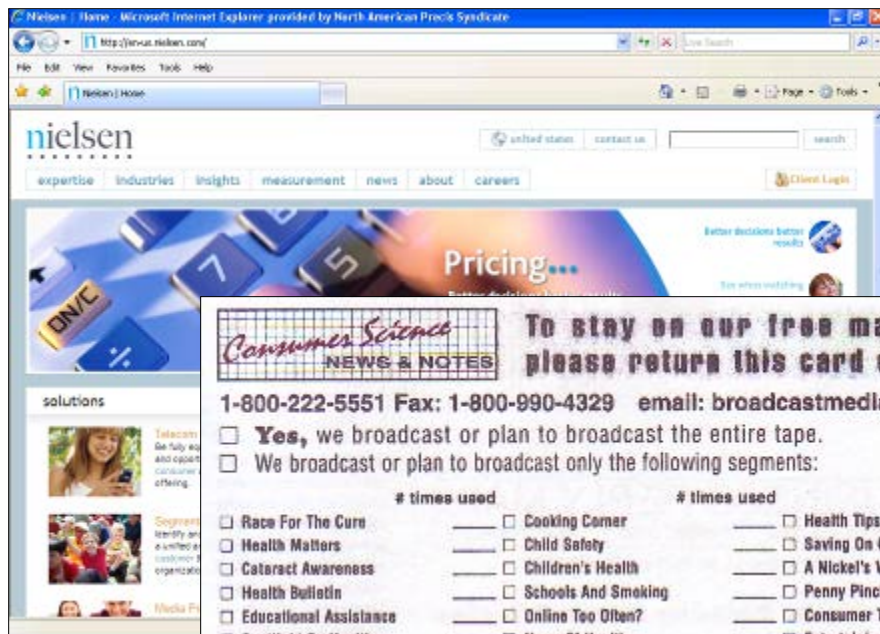






Broadcast-quality videos can be downloaded from napsnet.com.





NAPS tracks usage  
using Nielsen  
encoding and usage  
cards filled out by TV  
stations.

**Consumer Science NEWS & NOTES**

**To stay on our free mailing list please return this card either way**

1-800-222-5551 Fax: 1-800-990-4329 email: broadcastmedia@napsnet.com

☐ **Yes**, we broadcast or plan to broadcast the entire tape.

☐ We broadcast or plan to broadcast only the following segments:

**Vol. 140**

# times used	# times used	# times used
<input type="checkbox"/> Race For The Cure	<input type="checkbox"/> Cooking Corner	<input type="checkbox"/> Health Tips
<input type="checkbox"/> Health Matters	<input type="checkbox"/> Child Safety	<input type="checkbox"/> Saving On Car Costs
<input type="checkbox"/> Cataract Awareness	<input type="checkbox"/> Children's Health	<input type="checkbox"/> A Nickel's Worth
<input type="checkbox"/> Health Bulletin	<input type="checkbox"/> Schools And Smoking	<input type="checkbox"/> Penny Pinching
<input type="checkbox"/> Educational Assistance	<input type="checkbox"/> Online Too Often?	<input type="checkbox"/> Consumer Tips
<input type="checkbox"/> Spotlight On Health	<input type="checkbox"/> News Of Health	<input type="checkbox"/> Entertaining Oddities
<input type="checkbox"/> No License Needed	<input type="checkbox"/> Adopting Healthier Lifestyles	

Name & Title \_\_\_\_\_ Station \_\_\_\_\_

Address \_\_\_\_\_ Affiliate \_\_\_\_\_

City, State & Zip \_\_\_\_\_ Homes \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail address \_\_\_\_\_ Website \_\_\_\_\_

In what program do you air these spots? News ☐ Talk ☐

How would you prefer to receive Consumer Science? DVC ☐ DVD ☐ Beta ☐ 3/4" ☐ VHS ☐ S-VHS ☐



# TV Results Report



81 WORDS, 30 SECONDS

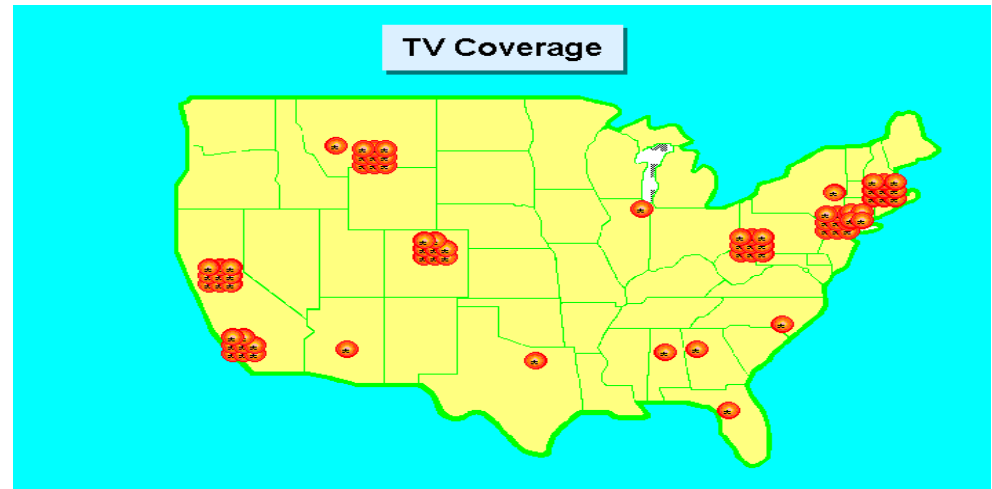
## HEART HEALTH

THE AMERICAN HEART ASSOCIATION REPORTS OVER SIX BILLION PEOPLE LIVE WITH HEART FAILURE. IT OCCURS WHEN THE HEART IS TOO WEAK TO PUMP BLOOD PROPERLY.

IF YOU DEVELOP COUGHING, WHEEZING, DIFFICULTY BREATHING, FATIGUE, NAUSEA, CONFUSION AND SWOLLEN LEGS, SEE A DOCTOR.

THE EARLIER YOU GET HELP, THE BETTER YOUR CHANCES. THE CONDITION CAN BE MANAGED BY LIFESTYLE CHANGES, MEDICATION, SURGERY AND CERTAIN DEVICES.

FOR FREE TOOLS ON PREVENTING AND DEALING WITH THE DISEASE, VISIT [RISE-ABOVE-HF-DOT-ORG](http://RISE-ABOVE-HF-DOT-ORG), NATIONALLY SUPPORTED BY NOVARTIS PHARMACEUTICALS CORPORATION.



## RESULTS TO DATE

### AMERICAN HEART ASSOCIATION

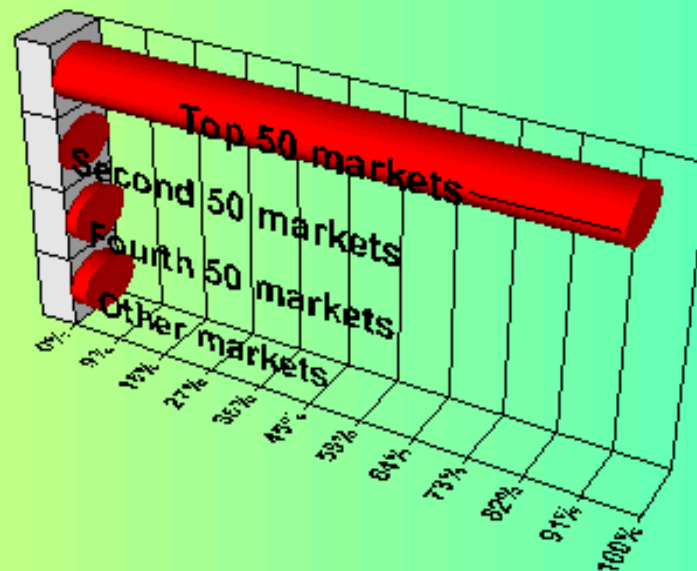
AS OF 4/18/2018 THIS RELEASE HAD BEEN BROADCAST 608 TIMES IN 17 DIFFERENT STATES WITH AN AUDIENCE OF 103,863,199. VALUE AT AD RATES FOR THIS RELEASE IS \$142,533.

Each VFR gets about 100 to 150 on-air placements.

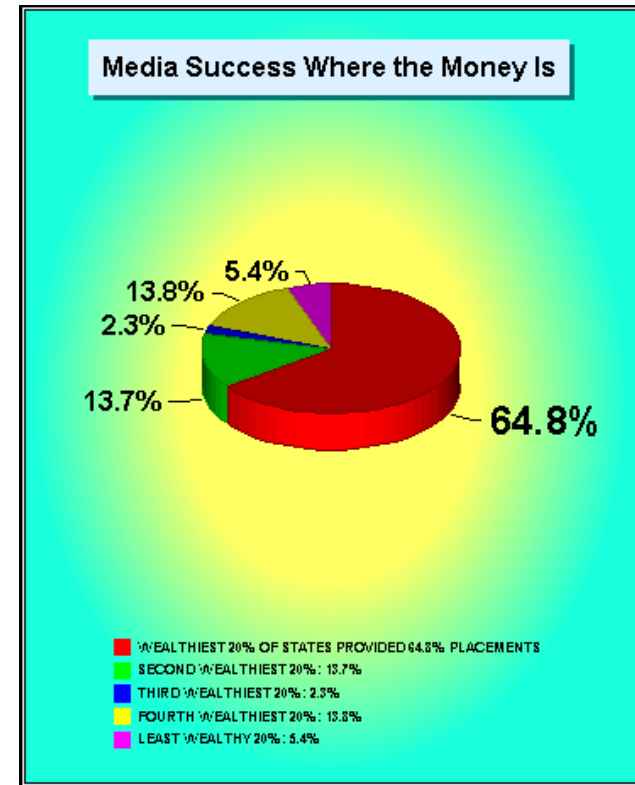
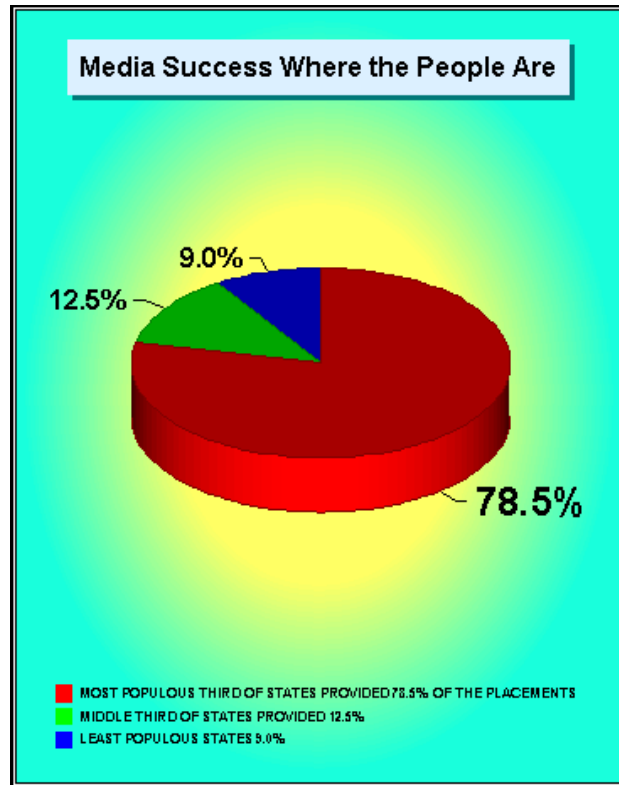




## Media Success In Major Markets



**NAPS**  
NORTH AMERICAN PRECIS SYNDICATE



Placements are in the wealthiest and most populous states.

NAPS TV spots are used by many network affiliates.



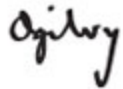


# NAPS Guarantee

NAPS guarantees complete satisfaction with each release or another one **FREE!**



# Some of our many satisfied clients include:



Burson-Marsteller



MetLife®



Microsoft



GENERAL MILLS

CertainTeed



TARGET



SUBARU



P&G



**NAPS**  
NORTH AMERICAN PRECIS SYNDICATE

# Award-Winning News



**Many NAPS clients have earned Golden Thinker Awards and Certificates of Excellence for the highest level of achievement, getting well above the expected results.**





# Free Proposal



NAPS offers proposals at no cost or obligation.

For more information, please contact us at:

E-mail: [info@napsnet.com](mailto:info@napsnet.com)

Phone: 800-222-5551

