

PSA Bulletin

July / August 2005



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These PSAs on behalf of our (Clockwise, right) High School Dropout Prevention, Youth Voter Participation, Parental Involvement in Schools and Obesity Prevention were among the Ad Council's top-ranked campaigns in donated media for 2004.

Media Donations Reach Record-Breaking \$1.7 Billion

Campaigns produced by the Ad Council received an estimated \$1.7 billion in donated media time and space during 2004. This support marks a 33% increase from 2003 and the seventh straight year Ad Council campaigns received more than \$1 billion in donated advertising time and space.

Radio remained the largest supporter, donating an estimated \$952 million in airtime—a 65% increase from 2003—which was a result of more radio PSAs produced for Ad Council campaigns, as well as enhanced market development, marketing, tracking and measurement. Outdoor support also increased significantly (by 58%), donating an estimated \$67 million in advertising space last year. The Ad Council initiated a proactive strategy to further engage the outdoor industry,

including the formation of the Outdoor Steering Committee.

Despite a decrease of 9% since 2003, broadcast and cable TV remained the second largest supporter, donating an estimated total of \$333 million in airtime. The decrease was a result of inventory pressures due to increased program promotion and corporate branded PSAs.

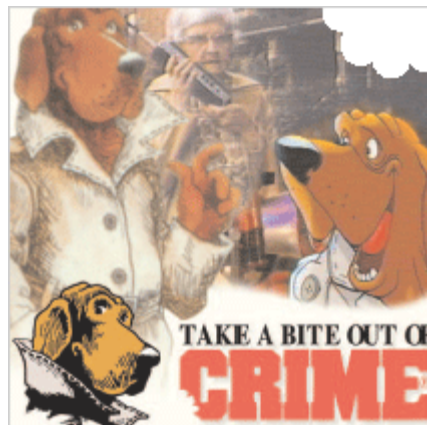
Magazine support increased by 42% with an estimated \$37 million in ad space, largely due to upfront media commitments and an industry roadblock for the Disease Prevention campaign. Other noteworthy increases included Interactive media and newspaper support—by 26% and 14% respectively. Alternative media, which includes placing PSAs in new media venues and integrated communications, also showed tremendous growth with a donation valued at an estimated \$51 million.

The Ad Council is grateful to the entire media industry for continuing to support its critical social messages.

McGruff the Crime Dog Celebrates 25 Years of Taking a Bite Out of Crime

For 25 years, the trench coat-wearing McGruff the Crime Dog® has spoken to adults, teens and children on a variety of crime prevention topics including bullying, protecting homes against burglary and stopping school violence. First introduced to the nation in 1980, McGruff is widely recognized as the nation's crime prevention icon and a symbol for protecting America's neighborhoods. Before McGruff, most Americans felt that it was solely the responsibility of law enforcement to prevent crime.

Today, with the help of this campaign and more than \$1.3 billion in donated media, more than three out of four Americans believe that they can personally do things to reduce crime. McGruff is as relevant today as he ever was, and as a partner to local crime prevention programs in communities throughout the country, adults and children continue to respond to his important messages.



Features
In This Issue:

[Media Donations Reach Record-Breaking \\$1.7 Billion](#) - Campaigns produced by the Ad Council received an estimated \$1.7 billion in donated media time and space during 2004.

[McGruff the Crime Dog Celebrates 25 Years of Taking a Bite Out of Crime](#) - Since 1980, McGruff has taught adults, teens and children about crime prevention.

[Everyday Moments Are Learning Moments](#) - Almost half of America's kindergartners come to school unprepared to learn. This new campaign from the United Way helps parents and caregivers turn everyday moments into learning opportunities.

[National Governor's Association: Making the Grade](#) - Fifteen U.S. Governors recorded tags for three of the Ad Council's education-related campaigns. These spots will be released in September for back-to-school.

[Metro Voices. Metro Choices: Building a Greater Atlanta](#) - The Ad Council has teamed with citizens, community leaders, and research and communication experts from the metro Atlanta region to better understand local concerns and target media efforts toward them.

[Congress Celebrates PSAs](#) - On May 26th, the Ad Council hosted a



New PSAs that are currently available to you. If you would like to order these PSAs, please visit psacentral.adcouncil.org or call 1-800-933-PSAS.



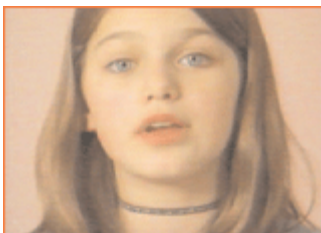
PSAs Promote Adoption

This new print ad is part of the Ad Council's new Adoption Spanish-language PSA campaign sponsored by the U.S. Department of Health and Human Services' Administration for Children and Families (ACF), the Adoption Exchange Association and the Collaboration to AdoptUSKids. Created pro bono by BSG Américas, new television, radio, print and outdoor PSAs encourage the adoption of children currently in the foster care system and direct audiences to visit www.adopte1.org or call 1-877-ADOPT1 (1-877-236-7831) to find out more information about how they can provide a permanent, loving home for a child.

Log onto LOC.GOV for Fun Facts on History



A new series of television and print PSAs, created on behalf of the American History Resource campaign, encourage youth to learn more about American history by visiting the Library of Congress' website, www.loc.gov. Created pro bono by advertising agency The Geppetto Group, the ads engage viewers by showing middle school students that learning about history is not scary, but actually entertaining and fun.



Don't Believe the Type

A new series of Online Sexual Exploitation PSAs launched in June for Internet Safety Month. Created pro bono by Merkley + Partners, the TV, radio, Web banners and magazine ads seek to make teen girls aware of the dangers of communicating with older men online by deconstructing the myth that this leads to genuine relationships. Sponsored by the National Center for Missing & Exploited Children, the campaign directs teens to visit

www.cybertipline.com to report online solicitations and learn how they can better protect themselves online.

Teaching Non-Violent Behavior to Kids

New radio, print and outdoor PSAs launched in June remind parents and caregivers that what they say and do in the presence of young children, particularly in expressing anger and aggressive behavior, can influence what children will say and do in the future. The ads urge adults to "teach carefully" and direct them to call 1-877-ACTWISE or visit www.ActAgainstViolence.org for tips. The campaign is sponsored by the American Psychological Association, the National Association for the Education of Young Children and the MetLife Foundation.



Providing Nutrition and Health care for At-Risk Families

New TV, radio and outdoor PSAs were distributed in May to generate awareness of the WIC (Woman, Infants & Children) program and

congressional breakfast in Washington, DC to salute our premier media partners.

PSA Central's New Look and Advanced Performance - The Ad Council has updated the look and enhanced the search functions at our online destination for the media.

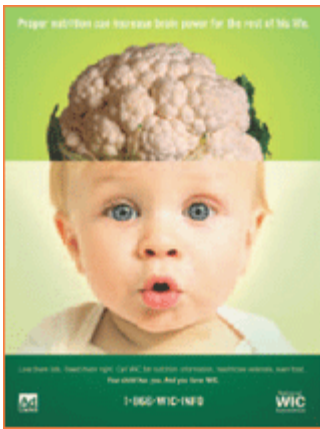
Making a Difference - An interview with Rick Cummings, President at Emmis Communications.

Past Issues

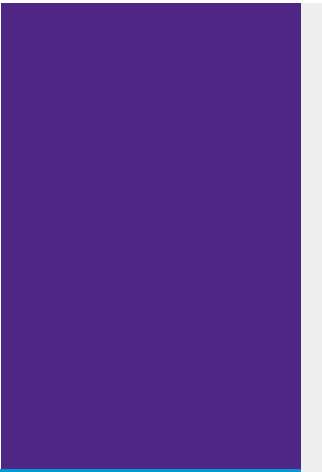
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communicate its benefits to families in need of assistance. WIC provides nutrition and health care services, as well as supplementary foods, to nutritionally high-risk women, infants and children, as well as pregnant or nursing mothers. Created by Gotham, Inc., the new ads urge families to call 1-866-WIC-INFO to find out more about WIC, its locations and eligibility requirements.



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Everyday Moments Are Learning Moments

According to the Department of Education, almost half of America's kindergartners come to school unprepared to learn. Research shows the tangible results of investing in a child's success in the early years of his/her life they develop into adults with greater success in life, fewer involvements in crime, higher incomes and higher education levels. Yet many families aren't sure how to encourage early learning.

As a result of this research, the Ad Council and United Way launched a new campaign to promote early childhood development. This new multi-media campaign, which includes television, radio, outdoor, print and Internet PSAs, helps parents and other caregivers with children ages zero through five teach children by turning everyday moments into learning opportunities. The PSAs, available in English and Spanish, turn simple everyday moments, such as doing laundry or running errands, into fun and engaging learning activities for their child. The ads direct parents to visit www.bornlearning.org, a new website that provides information about how they can help their child succeed.

National Governors' Association: Making the Grade

The Ad Council embarked on an exciting partnership with the National Governors Association (NGA) where we invited the nation's governors to tag three of our education-related PSAs. Since their main priority is high school improvement, the NGA selected our PSA campaigns on high school dropout prevention (U.S. Army), early childhood learning (United Way) and afterschool participation (Afterschool Alliance).

At the NGA's annual meeting on February 27, the Ad Council taped 15 Governors (as well as three First Ladies), representing a bipartisan and geographically diverse mix that ranges from Vermont to Idaho to Alaska.

The spots will be released in early September to coincide with Back-to-School activities.



Governor Rendell (D-PA) prepares to localize our PSA for the United Way's Early Childhood Learning campaign.



Expanding Our Local Reach Metro Voices, Metro Choices: Building a Greater Atlanta

In an effort to better understand local concerns and target media efforts toward them, the Ad Council has teamed with citizens, community leaders and research and communication experts from the metro Atlanta region in a pilot project, Metro Voices, Metro Choices: Building a Greater Atlanta.

To kick off the public engagement initiative, an extensive regionwide survey was recently conducted among residents throughout the Atlanta area. The survey focused on perceptions of community issues, who is responsible for addressing those issues and the likelihood that residents themselves would get involved in the solution. Survey findings are available at www.metrovoices.org. Community town hall meetings are planned for this summer, followed by a Community Change Summit and the development of a specialized public service communications program for the Atlanta market.

The Ad Council is managing the project in partnership with the United Way of Metropolitan Atlanta and other local groups, and hopes to replicate the project, which

At the May 18th press launch of Metro Voices, Metro Choices: (back row) George Perlov, SVP, The Ad Council; Steve Rieck, Executive Director, Regional Leadership Forum; Doug Gatlin, Executive Director, Faith and the City; Bob Jimenez, Director of Corporate Communications, Cox Enterprises; (front row) Alicia Philipp, President, The Community Foundation for Greater Atlanta; Rev. Elizabeth Clement, Director, Faith and the City; Mark O'Connell, President, United

Way of Metropolitan Atlanta.

includes extensive public relations and community leadership training, in major markets throughout the country. Funders of Metro Voices, Metro Choices include the United Way of Metropolitan Atlanta, the Community Foundation for Greater Atlanta, Cox Enterprises, the Annie E. Casey Foundation and the UPS Foundation.

Congress Celebrates PSAs

The Ad Council hosted a congressional breakfast on May 26th in Washington, DC to celebrate the power of public service advertising and salute our premier media partners for their extraordinary support. The reception was attended by members of Congress, senior-level representatives from media companies, trade associations and our non-profit and government sponsors.



(Clockwise top): Congressman Lamar Smith (R-TX), provides congratulatory remarks to Clear Channel. Congressman Ed Markey (D-MA), Ranking Member of the House Telecommunications Subcommittee, addresses the audience. Dawn Bridges, SVP, Corporate Communications, Time Inc., accepts award from Congressman Joe Crowley (D-NY). Senator Ted Stevens (R-AK), Chairman of the Senate Commerce Committee, and Al Lenhardt, President & CEO, National Crime Prevention Council, pose with a few of the Ad Council's well-known icons. The premier media companies were given crystal bells for their outstanding commitment to public service. Peggy Conlon, President & CEO, the Ad Council, thanks Rick Lazio for being a Master of Ceremony.

The following media companies were honored:

- Clear Channel was honored by Rep. Lamar Smith
- The New York Times Company was honored by Rep. Maloney
- News Corporation was honored by Rep. Radanovich
- Time Warner Inc. was honored by Rep. Crowley
- Univision Inc. was honored by Rep. Solis

Additionally, former Congress member Rick Lazio (R-NY), EVP for Global Government Relations & Public Policy at JPMorgan Chase and Ad Council Advisory Committee member, presented the awards for Cox Communications / Cox Enterprises and Viacom. Former Congressman Vin Weber (R-MN), Managing Partner for Clark & Weinstock, presented Comcast and Disney/ABC's awards.

PSA Central's New Look and Advanced Performance

Visit PSA Central today and quickly find the PSA you are looking for! The Ad Council has updated the look and enhanced the search functions at our online destination for the media. You can now search for PSAs by language, size length or target audience. Radio, print and Internet ads are available for instant download. Television and outdoor PSAs can be ordered.

To obtain our PSAs please visit PSA Central through www.adcouncil.org or directly at <http://psacentral.adcouncil.org>.



Try PSA Central first the next time you need a PSA!

An Interview with Rick Cummings President, Emmis Communications

What is Emmis' corporate strategy as it pertains to public service advertising? We've always insisted that our nearly 30 local stations determine a community issue where they could make a difference and then execute it aggressively. For example, during Christmas last year, we generated over a half million dollars in cash and several hundred thousands more in food, clothing, toys and shelter. And during the



Rick Cummings, President, who has enthusiastically pushed the Ad Council commitment to all of his stations; Val Maki (right), the GM of two stations in Los Angeles; and Vicki Pepper at KZLA who has coordinated public affairs interviews on Drunk Driving Prevention, BBBS and PTA among others.

holidays, it was Emmis Radio that put together a first-of-its-kind nationwide text messaging fundraiser for Tsunami Relief that ultimately included Clear Channel, Entercom and Jefferson Pilot radio stations as well.

How does the Ad Council help augment Emmis' community efforts?

By being flexible. The Ad Council has generated a willingness to work with our stations that have commitments to certain causes. This has made the Ad Council a synergistic partner to the Emmis programmers and their wide variety of local community issues.

What issues do you think deserve national focus?

Preserving our environment and natural resources and becoming less dependent on imported oil. Also, we need to strengthen our schools and increase our literacy rates.

Is Emmis Radio involved in any unique public service projects?

The Knowledge Is Power Foundation (KIP), started years ago at Power 106, is one of several examples throughout the company. KIP has helped young adults, especially in East Los Angeles, stay out of gangs and stay in school by working with Homeboy Industries and Father Greg Boyle. KIP also donates significant computer equipment consistently to Los Angeles area schools.

What would you like to share with others in the media about the value of making a strong and continuing commitment to public service?

When it's done right, it's NOT something we have to do...it's something we WANT to do. In the early days of the Knowledge Is Power Foundation, the staff saw that foundation as part of their legacy... something they could leave behind that would continue to give back. Broadcasters really are built that way. The need to do good things in their communities is in their DNA. When we do it right, it's tremendously rewarding. And it's not just for our communities, but it's immensely satisfying for our staff as well.

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COMMUNITY

Adoption

HHS' Collaboration to AdoptUSKids



There are currently 118,000 children in the foster care system waiting for a family. Sadly, each year, approximately 19,000 children "age out" of the system without ever being adopted. This campaign, available in English and Spanish, aims to raise awareness about the children who are waiting for a permanent, loving, family. The campaign asks prospective parents to consider adopting a child from foster care and highlights the urgent need for families who can provide homes for these children.

FOR MORE INFORMATION, CONTACT SPONSOR: Rebecca Jones Gaston, National Recruitment Campaign Manager
The Adoption Exchange Association
8015 Corporate Drive Suite C, Baltimore, MD 21236;
(410) 931-0908 or (410) 933-5700
Christopher Downing, Director, Office of Public Affairs,
U.S. Department of Health & Human Services, The Administration for Children and Families, 370 L'Enfant Promenade SW, 7th Fl West, Washington, DC 20447; (202) 401-9215
WEBSITE: www.adoptuskids.org - English
www.adopte1.org - Spanish

TOLL-FREE NUMBER: 1-888-200-4005 - English
1-877-ADOPT1 (236-7831) - Spanish

VOLUNTEER AD AGENCIES: kirshenbaum bond + partners,
BSG Américas

AD COUNCIL CAMPAIGN MANAGER: Melissa Otero
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS
SPANISH: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

Community Drug Prevention

Office of National Drug Control Policy



Research shows that kids who are active are less likely to use drugs and that adults can play a significant role in helping kids in their communities. These PSAs encourage individuals to get involved in their community through volunteering, coaching or mentoring. The message communicated is that everyone has something to offer when it comes to being a positive influence on the kids in their community. Audiences are encouraged to call the toll-free number, 1-877-KIDS-313, or visit www.helpyourcommunity.org to find local opportunities to get involved.

FOR MORE INFORMATION, CONTACT SPONSOR:
Community Drug Prevention 1-877-KIDS-313
WEBSITE: www.helpyourcommunity.org
VOLUNTEER AD AGENCY: Avrett, Free Ginsberg
AD COUNCIL CAMPAIGN DIRECTOR: Anthony Signorelli
AVAILABLE MATERIALS: TV, RADIO, PRINT,
WEB BANNERS, OUTDOOR

Energy Efficiency

Energy Outreach Colorado



This campaign introduces children to the dastardly Energy Hog, who is determined to waste energy throughout the home. With the knowledge gained from the interactive campaign website, children can become top-notch Energy Hog Busters and help their parents save energy in their households. And by practicing simple measures of conservation and by using energy more efficiently, families can build strong energy habits and help their communities reduce residential energy demand.

FOR MORE INFORMATION, CONTACT SPONSOR:
Maria Ellingson, Alliance to Save Energy,
Program Manager/Campaign Director; (202) 530-2247
WEBSITE: www.energyhog.org
VOLUNTEER AD AGENCY: Tracy Locke
AD COUNCIL CAMPAIGN MANAGER: Raquel Rifkin
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS

Environmental Conservation

Environmental Defense



Although most Americans want to help the environment, they are missing many easy opportunities because they don't know how to help or are afraid that the things they need to do will be too time-consuming or expensive. Even though many Americans know that recycling helps, they don't realize exactly how or to what extent. These spots educate people about changes they can make in their daily lives to help keep the oceans healthy, reduce waste, conserve resources and help keep the air and water cleaner.

FOR MORE INFORMATION, CONTACT SPONSOR:
Environmental Defense, 257 Park Avenue South,
New York, NY 10010; (212) 616-1288; Rosemarie Stupel
WEBSITE: www.getgreen.com
VOLUNTEER AD AGENCY: Ogilvy & Mather, New York
AD COUNCIL CAMPAIGN MANAGER: Raquel Rifkin
AVAILABLE MATERIALS: TV, WEB BANNERS

Environmental Giving

Earth Share



Every aspect of our environment is connected, from the African desert to the Arctic wilderness, and each element depends upon and is affected by the others. Earth Share offers one simple way to care for them all. Earth Share represents the country's leading environmental groups and provides an easy, effective way to help protect our air, water, land, wildlife and public health. Earth Share's campaign beautifully and compellingly conveys man's undeniable oneness with and responsibility to nature.

FOR MORE INFORMATION, CONTACT SPONSOR:
7735 Old Georgetown Road, Suite 900, Bethesda, MD 20814;
(240) 333-0300; Robin Perkins, Communications Director
WEBSITE: www.earthshare.org
VOLUNTEER AD AGENCY: FCB/Chicago
AD COUNCIL CAMPAIGN MANAGER: Melissa Otero
AVAILABLE MATERIALS: TV, RADIO, BUSINESS PRESS,
CONSUMER MAGAZINE, NEWSPAPER, WEB BANNERS

Father Involvement

National Fatherhood Initiative



More than 79% of Americans feel "the most significant family or social problem facing America is the physical absence of the father from the home." Research indicates that fatherlessness correlates closely with crime, educational problems and adolescent difficulties. This campaign is designed to help dads understand that their presence is critical to the well-being of their children. With a presence in broadcast, radio, print, outdoor and Internet media, the PSAs urge audiences to call 1-800-790-DADS or visit www.fatherhood.org for information about how

FOR MORE INFORMATION, CONTACT SPONSOR:
101 Lake Forest Boulevard, Suite 360, Gaithersburg, MD 20877;
(301) 948-0599; Vince DiCaro, Public Affairs Manager
WEBSITE: www.fatherhood.org
TOLL-FREE NUMBER: 1-800-790-DADS
VOLUNTEER AD AGENCY: Campbell-Ewald
AD COUNCIL CAMPAIGN DIRECTOR: Raquel Rifkin
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS,

to become a better father. In addition to general market work, the campaign specifically addresses the unique aspects of father absence in the underserved African-American and Hispanic communities.

OUTDOOR
SPANISH: TV, RADIO, PRINT

Historic Preservation

National Trust for Historic Preservation



America's historic places tell a fascinating story in brick and stone, wood and steel: the story of us as a nation and a people. Providing tangible links with the people and events that shaped our history, they help us to understand who we are. But they are fragile. Some sources say they are being destroyed at a rate of 250,000 per year. The National Trust for Historic Preservation works to save the buildings, communities and landscapes that tell our nation's story. The PSAs focus on the threats that endanger these treasures and encourage Americans to appreciate and save them so that they can inform and inspire future generations.

FOR MORE INFORMATION, CONTACT SPONSOR:
Tracy Quinn, Communication Director
1785 Massachusetts Avenue, NW, Washington, DC 20036;
(202) 588-6380
WEBSITE: www.nationaltrust.org
AD COUNCIL VP, CAMPAIGN DIRECTOR: Wendy Moniz
AVAILABLE MATERIALS: PRINT, WEB BANNERS

Housing Discrimination

Leadership Conference on Civil Rights Education
Fund, National Fair Housing Alliance,
U.S. Department of Housing and Urban Development



The federal Fair Housing Act of 1968 prohibits housing discrimination based on race, color, national origin, religion, sex, family status and disability. Still, over 99% of an estimated two million instances occur annually without redress or restitution. The Leadership Conference on Civil Rights Education Fund, the National Fair Housing Alliance and the U.S. Office of Housing and Urban Development have partnered to raise awareness of the illegality and widespread but subtle forms of housing discrimination. Those who have witnessed or experienced discrimination are encouraged to report it by calling HUD at 1-800-669-9777 or visiting www.fairhousinglaw.org. By making individuals aware of housing discrimination, we can empower them to report it and help stop it.

FOR MORE INFORMATION CONTACT SPONSOR:
1629 K Street, NW, Suite 1000, Washington, DC 20006;
Lisa Haywood, Campaign Coordinator
WEBSITE: www.fairhousinglaw.org
VOLUNTEER AD AGENCY: Merkley + Partners
AD COUNCIL CAMPAIGN MANAGER: Katie VanLangen
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS
SPANISH: TV, RADIO, PRINT

Mentoring

Big Brothers Big Sisters of America



There are approximately 14 million young people at risk of not reaching productive adulthood in America. Big Brothers Big Sisters of America (BBBSA) provides one-to-one mentoring relationships between adult volunteers and children in 460 programs throughout the U.S. This campaign encourages individuals to support Big Brothers Big Sisters and make a positive difference in the life of a child. The PSAs capture humorous, everyday moments made possible through mentoring, and demonstrate how simple and fun it is to be part of a child's life. Viewers and listeners are urged to visit www.bigbrothersbigsisters.org or call a toll-free number, 1-888-412-

FOR MORE INFORMATION, CONTACT SPONSOR:
Dionne Vernon, Director, Advertising & Communications,
230 N 13th Street, Philadelphia, PA 19107; (215) 665-7754
WEBSITE: www.bigbrothersbigsisters.org
VOLUNTEER AD AGENCY: Lowe Worldwide
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: TV, RADIO

BIGS, to find out how they can get involved.

Predatory Lending

National Fair Housing Alliance



Predatory lending is a set of unfair, unethical and sometimes illegal lending practices designed specifically to deceive unsuspecting homeowners. Predatory loans contain high interest rates and fees far beyond those set by fair lending institutions, which ultimately lead to the loss of one's home. The National Fair Housing Alliance (NFHA) and the Ad Council have partnered to create a campaign that will teach consumers how to recognize and report predatory lending before it occurs. This education campaign encourages African-American and Hispanic homeowners, who are the most frequent targets, to call for information about how to avoid falling prey to predatory lenders and the essential questions to ask a lender before refinancing.

FOR MORE INFORMATION, CONTACT SPONSOR:
National Fair Housing Alliance, 1212 New York Avenue, NW,
Suite 525, Washington, DC 20005;
Kathy Fletcher, Director of Member Services
VOLUNTEER AD AGENCY: Eisner Communications
AD COUNCIL CAMPAIGN MANAGER: Katie VanLangen
AVAILABLE MATERIALS: TV, RADIO, PRINT
SPANISH: TV, RADIO

Volunteerism

USA Freedom Corps

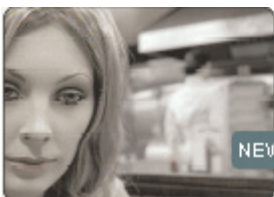


This campaign encourages every American to engage in service to their neighbors, to our nation and to the world. Audiences are urged to volunteer in a ways that reflect their talents and interests. To help them find a volunteer opportunity, they are directed to the USA Freedom Corps website, www.usafreedomcorps.gov, which features the largest clearinghouse of volunteer opportunities ever created. They may also call 1-877-USA-CORPS for information about service opportunities.

FOR MORE INFORMATION, CONTACT SPONSOR:
736 Jackson Place, NW, Washington, DC 20503
WEBSITE: www.usafreedomcorps.gov
VOLUNTEER AD AGENCIES: BBDO New York; The Martin Agency
AD COUNCIL CAMPAIGN MANAGER: Melissa Otero
AVAILABLE MATERIALS: TV, RADIO, NEWSPAPER, WEB
BANNERS

Youth Civic Engagement

Federal Voting Assistance Program



This PSA campaign encourages 18-24 year-olds to stay involved in their communities by just doing what they can, when they can. Whether

FOR MORE INFORMATION, CONTACT SPONSOR:
1777 N. Kent Street, Suite 14003, Arlington, VA 22209;

that is by voting in local elections, volunteering in their spare time or just reading the newspaper and discussing current events with their friends, staying involved is simple and has far-reaching effects.

These PSAs humorously show what happens when people become inactive and aren't involved—they turn into mannequins. Simply acting on what matters to you will protect you from developing mannequinism and keep you engaged in the world around you.

Terry Wade, wadet@fvap.ncr.gov; (703) 588-8131
WEBSITES: www.fvap.gov, www.fightmannequinism.org
VOLUNTEER AD AGENCY: WestWayne, Atlanta, GA
AD COUNCIL SR. CAMPAIGN DIRECTOR: Michelle Hillman
AVAILABLE MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

Youth Volunteerism

National Crime Prevention Council



The National Crime Prevention Council's teen campaign encourages teens to volunteer as a way of preventing crime and building a safer community. When teens get involved in volunteer activities they work on solving community problems or become connected, active and engaged members of their neighborhood who are less likely to victimize or become victims of crime. The PSAs encourage teens to volunteer by taking an activity they like to do and using it to help others in their community. The empowering PSAs invite teens to visit www.teensvolunteer.org to find out ways they can volunteer in their community.

FOR MORE INFORMATION, CONTACT SPONSOR:
c/o National Crime Prevention Council, 1000 Connecticut Avenue, NW, 13th Floor, Washington, DC 20036; (202) 261-4184; Michelle Boykins, Director of Communications, mboykins@ncpc.org
WEBSITE: www.teensvolunteer.org
VOLUNTEER AD AGENCY: Saatchi & Saatchi
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: TV, RADIO, PRINT, OUTDOOR

This campaign is substantially funded by the U.S. Department of Justice.

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EDUCATION

Afterschool Participation

Afterschool Alliance



As many as 15 million children have no place to go once the school bell rings. These children are at greater risk of engaging in risky or criminal behavior. Kids who are in afterschool programs, meanwhile, do better in school and have greater expectations for the future. Afterschool programs also allow them to do the things they're passionate about. Most kids think afterschool programs limit their opportunities. These PSAs show them that afterschool programs offer a much better alternative than they think. The PSAs ask kids to visit the website, www.afterschoolscene.com, to learn what afterschool programs can be.

FOR MORE INFORMATION, CONTACT SPONSOR:
 Ursula Helminski, Director of Public Awareness and Outreach,
 c/o Open Society Institute; 400 West 59th Street; New York,
 NY 10019; (212) 548-0373
VOLUNTEER AD AGENCY: DDB Chicago
AD COUNCIL VP CAMPAIGN DIRECTOR: Penny Schildkraut
AVAILABLE MATERIALS: TV, MAGAZINE, WEB BANNERS,
 OUTDOOR

American History Resource

Library of Congress



The Library of Congress seeks to engage all Americans in learning their nation's history through its online resources. The youth-targeted campaign encourages students to log onto the Library of Congress online, via www.loc.gov, to learn interesting historical facts, do homework and play around. The website provides a portal to learn fun facts about the history of America through the "America's Library" section of the site, and presents them in a way that children will find entertaining. Children are invited to explore fascinating stories, design their own car and even animate a cartoon.

FOR MORE INFORMATION, CONTACT SPONSOR:
 Public Affairs Office, Library of Congress,
 Washington, DC 20540-1610; (202) 707-2905;
 Jill Brett, Director of Communications
WEBSITE: www.americaslibrary.gov, www.loc.gov
VOLUNTEER AD AGENCY: The Geppetto Group
AD COUNCIL CAMPAIGN MANAGER: Katie VanLangen
AVAILABLE MATERIALS: TV, WEB BANNERS

Arts Education

Americans for the Arts



According to Americans for the Arts, most parents believe that the arts are vital to children's lives, fulfilling an important role by nurturing a wellrounded education. Unfortunately, most parents also believe that as long as their child has some arts, that's all they need. Some art is not enough. This PSA campaign is designed to increase involvement in championing arts education both in and out of school. The campaign uses humor to illustrate the consequences for a child who has not had the benefit of arts education. Parents and other concerned citizens are encouraged to visit www.AmericansForTheArts.org to take action on the behalf of the arts and arts education.

FOR MORE INFORMATION, CONTACT SPONSOR:
1000 Vermont Avenue, NW, 12th Floor, Washington, DC 20005;
(202) 371-2830; Nina Ozlu
WEBSITE: www.AmericansForTheArts.org
VOLUNTEER AD AGENCY: GSD&M
AD COUNCIL CAMPAIGN DIRECTOR: Janet Pilarski
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS
SPANISH: TV, RADIO, PRINT

Early Childhood Development

United Way



Children start learning from the moment they're born, and a child's success depends on small learning lessons each day. The Early Childhood Development campaign teaches parents the importance of quality early learning experiences and how to get their kids off to a good start, long before they are old enough to go to school. Many parents do not realize that they can turn everyday moments, such as doing laundry or taking a walk, into fun and engaging lessons for their little ones. These PSAs direct parents to visit www.bornlearning.org or contact their local United Way for information and resources.

FOR MORE INFORMATION, CONTACT SPONSOR:
United Way of America, 701 North Fairfax Street
Alexandria, VA 22314; (703) 836-7100 x 331;
Mary McDonald, Director, Advertising
WEBSITE: www.bornlearning.org
VOLUNTEER AD AGENCY: McCann Erickson New York
AD COUNCIL VP, CAMPAIGN DIRECTOR: Penny Schildkraut
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS,
OUTDOOR
SPANISH: ALL MATERIALS AVAILABLE IN SPANISH

Family Literacy

National Center for Family Literacy



Family literacy is a powerful and innovative approach to intergenerational education that brings the parent and child together in the learning environment. Developed in partnership with the National

FOR MORE INFORMATION, CONTACT SPONSOR:
325 West Main St., Suite 300, Louisville, KY 40202,
Emily Kirkpatrick, Director of Development; (502) 584-1133

Center for Family Literacy, this campaign offers hope to those families struggling with educational and non-educational barriers. The television and radio PSAs encourage parents with low literacy skills to call 1-877-FAMLIT-1 to get live information about family literacy services in their area. The print and Internet PSAs educate the general public and potential supporters about the value of family literacy programs, and direct readers to visit www.familit.org to find out how they can get involved.

WEBSITE: www.familit.org
VOLUNTEER AD AGENCY: J. Walter Thompson
AD COUNCIL CAMPAIGN MANAGER: Kristin Hajinlian
AVAILABLE MATERIALS: TV, RADIO, NEWSPAPER,
WEB BANNERS, TRANSIT CARDS
SPANISH: TV, RADIO

High School Dropout Prevention

United States Army



Operation Graduation is the U.S. Army's initiative to improve the educational achievement of teens at risk of dropping out of school. Operation Graduation endeavors to improve high school graduation rates and to promote a broader awareness of the importance of an education. The student-targeted PSAs, available in English and Spanish, encourage teens to do whatever it takes to keep their friends in school. These PSAs link to www.operationgraduation.com, a recently redesigned website, for guidance on a range of teen issues. The parent-targeted PSAs show that parental involvement and encouragement can make a difference. They direct parents to 1-877-FOR-A-KID or 1-866-ESTUDIA (Spanish) for tips on keeping children in school.

FOR MORE INFORMATION, CONTACT SPONSOR:
The Pentagon—(OASA), (MRA), (HR),
111 Army Pentagon, Rm 2E482, Washington, DC 20310;
(703) 693-2456; Dr. Naomi Verdugo
WEBSITE: www.operationgraduation.com
VOLUNTEER AD AGENCY: J. Walter Thompson, New York
AD COUNCIL VP, CAMPAIGN DIRECTOR: Penny Schildkraut
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS, OUTDOOR
SPANISH: TV, RADIO, WEB BANNERS

Lewis & Clark Bicentennial

National Council of the Lewis and Clark Bicentennial



This year marks the 200th anniversary of the Lewis and Clark expedition, one of the most significant events in our history. The expedition forever changed the lives and landscape for all Americans, and its lessons are far-reaching. From 2003 to 2006, our nation is commemorating this incredible journey, offering Americans a valuable opportunity to learn from the past and explore our diverse cultures. These PSAs show Americans that by walking in the footsteps of Lewis and Clark, we can discover truths, ideals and lessons that can still guide us today.

FOR MORE INFORMATION, CONTACT SPONSOR:
PO Box 11940, Saint Louis, MO 63112-0040;
(314) 361-9031
WEBSITE: www.lewisandclark200.org
VOLUNTEER AD AGENCY: Y & R, New York
AD COUNCIL CAMPAIGN MANAGER: Raquel Rifkin
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS

Math/Science for Girls

Girls Scouts of the USA



Studies show that by age 12, many girls lose interest in math, science and technology as well as their chance at most future jobs. Girls Go Tech is an initiative to encourage girls to develop an early interest in these subjects and ultimately maintain that interest as they grow up to help ensure a more diverse, dynamic and productive workforce. The PSA campaign highlights the math, science and technology behind everyday life, and encourages young girls to "Set your sights on math and science. It's a great way to see the world." The PSAs direct viewers to visit www.GirlsGoTech.org, an interactive website that provides activities that encourage girls to become interested in how things work.

FOR MORE INFORMATION, CONTACT SPONSOR:
420 Fifth Ave, New York, NY 10018; (800) 223-0624
WEBSITE: www.girlsgotech.org
VOLUNTEER AD AGENCY: The Kaplan Thaler Group
AD COUNCIL VP, CAMPAIGN DIRECTOR: Penny Schildkraut
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS,
OUTDOOR

Parental Involvement in Schools

National PTA



In the United States, there are currently 50 million children enrolled in public school. However, only one in four parents are actively involved in their schools, and for working parents that drops to one in nine. Sponsored by the National PTA, this campaign creates a national call to parents to find out simple ways that they can become actively involved in their children's school. Children of involved parents generally have higher grades and test scores, better attendance, more motivation and better self-esteem. These PSAs communicate that when parents know more about their child's school, they know more about their child.

FOR MORE INFORMATION, CONTACT SPONSOR:
541 North Fairbanks Court, Suite 1300, Chicago, IL 60611-3396
(312) 670-6782; Jackie McCarthy; j_mccarthy@pta.org
WEBSITE: www.pta.org
VOLUNTEER AD AGENCIES: J. Walter Thompson, Chicago;
Mendoza Dillon (Spanish)
AD COUNCIL VP, CAMPAIGN DIRECTOR: Penny Schildkraut
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS,
OUTDOOR
SPANISH: ALL MATERIALS AVAILABLE IN SPANISH

Supporting Minority Education

United Negro College Fund



In the 33 years since the inception of this campaign, UNCF has helped more than 350,000 minority students graduate from college. The spots focus on the self-fulfilled benefits of those determined students who are able to attend college due to the generosity of others. They also remind us of the tragic reality of unrealized potential. Continued support of UNCF's mission and this campaign ensures that deserving students fulfill their dreams, rather than watch them pass by.

FOR MORE INFORMATION, CONTACT SPONSOR:
Ayanna Canty, ayanna.canty@uncf.org; 8260 Willow Oaks
Corporate Drive, Fairfax, VA 22031; (703) 205-3510
WEBSITE: www.uncf.org
VOLUNTEER AD AGENCY: Y & R, New York
AD COUNCIL CAMPAIGN MANAGER: Raquel Rifkin
AVAILABLE MATERIALS: TV, RADIO, PRINT, OUTDOOR,
WEB BANNERS

PSA Bulletin

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HEALTH AND SAFETY

Blood Donation

AABB, America's Blood Centers, American Red Cross



Each year, nearly 5 million Americans need a lifesaving blood transfusion, and 38,000 units of blood are needed every day in this country. Not surprisingly, most Americans know little and think less about donating blood; almost 20% of nondonors cite "never thought about it" as the main reason for not giving. Developed in partnership with the AABB, America's Blood Centers and the American Red Cross, the campaign aims to increase awareness of the need for regular blood donation among young adults, with a focus on those between the ages of 17 and 24, and set the foundation for lifelong donor behavior. Viewers are encouraged to visit www.bloodsaves.com to learn about the blood donation process and see how they can get involved in their communities.

FOR MORE INFORMATION, CONTACT SPONSOR:

8101 Glenbrook Road, Bethesda, MD 20814; (301) 215-6557;
Jennifer Garfinkel, Director of Public Relations, AABB;
jgarfinkel@aabb.org

VOLUNTEER AD AGENCY: Euro RSCG Worldwide—New York

AD COUNCIL VP, CAMPAIGN DIRECTOR: Deborah Leiter

AVAILABLE MATERIALS: TV, RADIO, MAGAZINE, WEB BANNERS

Booster Seat Education

U.S. Department of Transportation's National Highway Traffic Safety Administration



A staggering 80-90% of all children in the U.S. who should be restrained in a booster seat are not. Children who have outgrown their child safety seat, but who are still under 4' 9", are safer sitting in a booster seat rather than immediately transitioning to an adult safety belt. Developed in partnership with the U.S. Department of Transportation's National Highway Traffic Safety Administration, the goal of this PSA campaign is to educate parents of children who have outgrown their child safety seat that a booster seat is a life-saving transition to an adult safety belt.

FOR MORE INFORMATION, CONTACT SPONSOR:

400 7th Street, SW, Washington, DC 20590; (202) 366-6918;
Kathryn Henry, Consumer Division, Office of Communications
and Consumer Information

WEBSITE: www.boosterseat.gov

AD COUNCIL VP, CAMPAIGN DIRECTOR: Wendy Moniz

AVAILABLE MATERIALS: RADIO, MAGAZINE, NEWSPAPER,
WEB BANNERS

SPANISH: TV, RADIO, WEB BANNERS

Breastfeeding Awareness

U.S. Department of Health & Human Services



While many Americans know that the best form of nutrition for babies is breastmilk, our nation has one of the lowest breastfeeding rates in the developed world. Recent studies show that babies who are breastfed are less likely to develop ear infections, respiratory illness and diarrhea. That is why the U.S. Department of Health & Human Services and the Ad Council have teamed up to develop a national breastfeeding awareness campaign. All the ads drive home the message: "Babies were born to be breastfed." The public is asked to visit www.4woman.gov or call 1-800-994-WOMAN to talk with trained information specialists who can help with breastfeeding issues.

FOR MORE INFORMATION, CONTACT SPONSOR:
Office on Women's Health/U.S. Department of Health and Human Services, Christina Pearson, Director, Media Affairs
200 Independence Avenue, SW, Washington, DC 20201; (800) 994-WOMAN
WEBSITE: www.4woman.gov
AD COUNCIL VP, CAMPAIGN DIRECTOR: Wendy Moniz
AVAILABLE MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS
SPANISH: PRINT

Bullying Prevention

National Crime Prevention Council



Bullying is a widespread problem for our nation's youth—bullying and teasing are cited as the top school troubles of students ages 8-15. The National Crime Prevention Council's Bullying Prevention Initiative is designed to counteract bullying at a young age. It is important that victims of bullying understand what they can do when confronted by a bully. Furthermore, since most bullying incidents are witnessed by other kids, it is essential that witnesses of bullying incidents understand that they can have a big impact by intervening in a bullying situation. By intervening, witnesses can help prevent bullying and form friendships with those around them. This campaign shows children who witness bullying that they can take action to prevent bullying by befriending the victim. Kids are encouraged to visit www.mcgruff.org to learn what they can do when they witness a bullying incident or if they are a victim.

FOR MORE INFORMATION, CONTACT SPONSOR:
c/o National Crime Prevention Council, 1000 Connecticut Avenue, NW, 13th Floor, Washington, DC 20036; (202) 261-4184; Michelle Boykins, Director of Communications, mboykins@ncpc.org
WEBSITE: www.mcgruff.org
VOLUNTEER AD AGENCY: Saatchi & Saatchi
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: TV

This campaign is substantially funded by the U.S. Department of Justice.

Child Asthma Attack Prevention

Environmental Protection Agency



Since 1980, the number of people with asthma has more than doubled. In 2001, more than 4 million children suffered from asthma attacks. The CDC estimates that children miss 14 million school days each year due to asthma. Although there is no known cure for this disease, experts agree that there are a variety of ways to reduce the number of attacks. This campaign helps parents and caregivers recognize common asthma triggers, as well as to understand that many asthma attacks are preventable with simple steps.

FOR MORE INFORMATION, CONTACT SPONSOR:
Kristy Miller, Public Affairs Officer, 1301 L Street, NW, Washington, DC 20005; (202) 343-9441
VOLUNTEER AD AGENCY: Grey Worldwide
AD COUNCIL CAMPAIGN DIRECTOR: Janet Pilarski
AVAILABLE MATERIALS: GENERAL AND SPANISH: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

Childhood Cancer Resource

CureSearch National Childhood Cancer Foundation



Right now, over 40,000 infants, children and young adults are being treated for childhood cancer in the U.S. and the incidence of the disease continues to grow steadily as it has over the past 25 years. Childhood cancer is the leading cause of children's death by disease, claiming the lives of more young people than any other disease. This PSA campaign provides help and hope to parents and families by introducing viewers to CureSearch, the organization that represents every pediatric cancer program in North America, providing compassionate care to 90% of children with cancer. CureSearch supports a collaborative network of over 5,000 doctors and researchers who have turned childhood cancer from a nearly incurable disease to one with an overall cure rate of 78%. The PSAs guide viewers to www.curesearch.org, the only comprehensive online resource providing up-to-date, scientific data about childhood cancer and trusted help for patients, survivors, families and everyone touched by the disease.

FOR MORE INFORMATION, CONTACT SPONSOR:
CureSearch National Childhood Cancer Foundation,
4600 East West Highway, Suite 600, Bethesda, MD 20814;
(240) 235-2205; Sally Charney, Director of Public Education
WEBSITE: www.curesearch.org
VOLUNTEER AD AGENCY: Young & Rubicam
AD COUNCIL SR. CAMPAIGN DIRECTOR: Michelle Hillman
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS

Crime Prevention

25th Anniversary



Twenty-five years ago, the National Crime Prevention Council and the Ad Council introduced McGruff to the nation and began empowering Americans to "Take A Bite Out of Crime®." McGruff has been successfully fighting crime since. He has provided Americans with the information and motivation needed for them to take an active role in crime prevention, developing safer, stronger and more caring communities.

The PSAs recognize McGruff's 25th Anniversary by encouraging adults to take individual actions that will help prevent crime in their communities. Adults are encouraged to visit www.weprevent.org to learn simple ways to aid in crime prevention.

FOR MORE INFORMATION, CONTACT SPONSOR:
c/o National Crime Prevention Council,
1000 Connecticut Avenue, NW, 13th Floor, Washington, DC 20036;
(202) 261-4184; Michelle Boykins, Director of Communications,
mboykins@ncpc.org
WEBSITE: www.weprevent.org
VOLUNTEER AD AGENCY: Saatchi & Saatchi
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: RADIO

This campaign is substantially funded by the U.S. Department of Justice.

Disease Prevention

American Cancer Society, American Diabetes Association, American Heart Association



Americans are inundated with "get healthy" messages, but with few results. Their health continues to be negatively affected by high obesity, physical inactivity and smoking rates. Each year, 1.5 million people die from diseases largely related to lifestyle—cancer, diabetes, heart disease or stroke—representing nearly two out of every three deaths. The American Cancer Society, American Diabetes Association and American Heart Association have joined in a historic collaboration to help Americans make everyday choices that will reduce their risk of these life-threatening diseases. Eating right, getting active, not smoking and seeing a doctor will help women stay healthy. The PSAs direct viewers to call 1-866-399-6789 or visit www.everydaychoices.org.

FOR MORE INFORMATION, CONTACT SPONSOR:
American Cancer Society
1599 Clifton Road, Atlanta, GA 30329; (404) 329-7576;
Emily Pualwan, emily.pualwan@cancer.org
WEBSITE: www.everydaychoices.org
VOLUNTEER AD AGENCY: Publicis New York
AD COUNCIL CAMPAIGN DIRECTOR: Anthony Signorelli
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS
SPANISH: TV, RADIO

Domestic Violence Prevention

The Family Violence Prevention Fund



Adults have an important role to play in helping prevent domestic abuse. The objective of this campaign is to engage men and have them speak to boys about how women should be treated. By influencing the attitudes and behavior of young boys, adults can help prevent violence toward women. The PSAs encourage men to learn about the role they can play in putting an end to domestic violence.

FOR MORE INFORMATION, CONTACT SPONSOR:

Lynne Lee, Director of Public Education,
383 Rhode Island St., Suite 304,
San Francisco, CA 94103-5133; (415) 252-8900
WEBSITE: www.endabuse.org

VOLUNTEER AD AGENCY: Berlin Cameron/Red Cell
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: TV, NEWSPAPER, WEB BANNERS

Funds for this campaign are generously provided by the Waitt Family Foundation.

Drunk Driving Prevention

U.S. Department of Transportation's National Highway Traffic Safety Administration



This campaign features real photographs and stories of individuals who lost their lives because of alcohol-impaired drivers. While alcohol-related deaths reached a low in the late 1990s, the number of people killed by drunk drivers has been rising ever since. The PSAs encourage everyone to take an active role in preventing someone from driving drunk. Additionally, television and radio PSAs have been produced in conjunction with RADD and NAB. These spots showcase celebrities including Aerosmith, Barry Bonds, Kelly Hu and others, all supporting the message, "Friends Don't Let Friends Drive Drunk."

FOR MORE INFORMATION, CONTACT SPONSOR:

400 7th Street, SW, Washington, DC 20590; (202) 366-6918;
Kathryn Henry, Consumer Division, Office of Communications
and Consumer Information

WEBSITE: www.stopimpaireddriving.org
AD COUNCIL VP, CAMPAIGN DIRECTOR: Wendy Moniz
AVAILABLE MATERIALS: GENERAL: TV, RADIO, OUTDOOR
CONSUMER MAGAZINE, NEWSPAPER, WEB BANNERS
SPANISH: TV, RADIO, PRINT

Emergency Preparedness

U.S. Department of Homeland Security



Numerous strides have been made in the area of preparedness: The percentage of parents who stock emergency supplies to prepare for a possible terrorist attack has increased significantly and the proportion of parents who have created a family communications plan has increased. However, despite these remarkable results, most Americans have still not taken basic steps to prepare. In order to continue to encourage all Americans to prepare themselves, their families and their communities, the U.S. Department of Homeland Security has sponsored new public service advertisements that empower Americans to prepare for and respond to potential terrorist attacks and other emergencies. These new advertisements focus specifically on encouraging parents to develop a family communications plan.

FOR MORE INFORMATION, CONTACT SPONSOR:

Kristin Gossel, Office of Public Affairs; (202) 282-8010
WEBSITES: www.ready.gov, www.listo.gov

VOLUNTEER AD AGENCIES: BBDO, New York; ElevacionLtd.;
Ruder Finn Interactive
AD COUNCIL CAMPAIGN DIRECTOR: Janet Pilarski
AVAILABLE MATERIALS: TV, RADIO, PRINT,
OUTDOOR, WEB BANNERS
SPANISH: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

Emergency Preparedness-Business

U.S. Department of Homeland Security



Ready Business, an extension of Homeland Security's successful Ready campaign, is designed to help owners and managers of small to medium-sized businesses prepare their employees, operations and assets in the event of an emergency. To spread this critical message, The U.S. Department of Homeland Security has sponsored new public service advertisements specifically targeted to businesses. The goal of the Ready Business PSA campaign is to raise the business community's awareness of the need for emergency planning and motivate businesses to take action. Businesses are encouraged to visit www.ready.gov to learn more about what they can do to be prepared.

FOR MORE INFORMATION, CONTACT SPONSOR:
Sarah Shields, U.S. Department of Homeland Security,
Office of Public Affairs; 202-282-8010
WEBSITES: www.ready.gov
VOLUNTEER AD AGENCY: Slack Barshinger & Partners, Inc.
AD COUNCIL CAMPAIGN DIRECTOR: Christine Neal
AVAILABLE MATERIALS: RADIO, PRINT, WEB BANNERS

Infant & Child Nutrition

National WIC Association



WIC programs are dedicated to providing nutrition education and health care services to income-qualified and nutritionally high-risk women, infants and children, as well as pregnant or nursing mothers. Participants are provided a safe, nurturing environment for education, health care and social service referrals, as well as free access to nutritious foods. This campaign communicates that poor nutrition increases the chance of anemia, adds to health care costs, stunts the ability to learn and limits memory development. Families who respond to the PSA and the tagline "Your child has you. And you have WIC" are encouraged to call 1-866-WIC-INFO to get more information and find out if they are eligible for the program.

FOR MORE INFORMATION, CONTACT SPONSOR:
2001 S Street, NW, Suite 580, Washington, DC 20009;
(202) 232-5492; The Rev. Douglas Greenaway,
Executive Director
WEBSITE: www.nwica.org
VOLUNTEER AD AGENCY: Gotham Inc.
AD COUNCIL CAMPAIGN MANAGER: Melissa Otero
AVAILABLE MATERIALS: TV, RADIO, OUTDOOR
SPANISH: TV, RADIO, OUTDOOR

Modeling Non-Violent Behavior

American Psychological Association



Habits of aggression and violence can be avoided if young children are provided with constructive role models, taught problem-solving skills and protected from exposure to violence in their environment. This campaign uses positive images to communicate that children are always learning and parents and caregivers have an opportunity to shape them by modeling positive, non-violent behavior. By visiting www.actagainstviolence.org or calling 1-877-ACT-WISE the public can access information concerning the development of specific skills for positive role modeling and violence prevention.

FOR MORE INFORMATION, CONTACT SPONSOR:
Public Communication Office, 750 First Street, NE,
Washington, DC 20002; (202) 336-5700
WEBSITE: www.actagainstviolence.org
VOLUNTEER AD AGENCY: chemistri
AD COUNCIL CAMPAIGN MANAGER: Melissa Otero
AVAILABLE MATERIALS: NEWSPAPER, MAGAZINE, OUTDOOR

Obesity Prevention

U.S. Department of Health & Human Services



Over two-thirds of the adult population in the U.S. is currently overweight or obese, and the obesity rate has increased by more than 60% among adults over the last 10 years. The Ad Council, in partnership with the U.S. Department of Health & Human Services, created this comprehensive PSA campaign to inspire Americans to

FOR MORE INFORMATION, CONTACT SPONSOR:
U.S. Department of Health & Human Services, Humphrey
Building, Room 721H to 630E, 200 Independence Ave., SW,
Washington, DC 20201, (202) 205-1841; Christina Pearson
WEBSITE: www.smallstep.gov

change their lives through healthier eating and increased physical activity. The campaign includes African-American and Hispanic targeted efforts.

VOLUNTEER AD AGENCY: McCann Erickson New York
AD COUNCIL CAMPAIGN DIRECTOR: Anthony Signorelli
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS, OUTDOOR
SPANISH: TV, RADIO, PRINT, WEB BANNERS, OUTDOOR

Online Sexual Exploitation

National Center for Missing and Exploited Children



The prevalence of sexual victimization of children in the United States is overwhelming, yet largely unrecognized and underreported. With the advent of the Internet, child predators have a new medium to reach potential victims and perpetrate crimes. The current round of work complements the parent-targeted work by raising awareness among teen girls about the prevalence of online sexual exploitation. The objective is to make teen girls aware of the dangers of communicating with unfamiliar people online by deconstructing the myth that this leads to genuine relationships, reducing their risk of sexual victimization. Teens are encouraged to visit www.cybertipline.com to report online solicitations and to learn more about how they can better protect themselves online.

FOR MORE INFORMATION, CONTACT SPONSOR:
699 Prince Street, Alexandria, VA 22314; (703) 274-3900
Tina Schwartz, Director of Communications,
tschwartz@ncmec.org
WEBSITE: www.cybertipline.com
VOLUNTEER AD AGENCY: Merkley + Partners
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: TV, RADIO, NEWSPAPER, MAGAZINE, OUTDOOR, WEB BANNERS
SPANISH: TV AND RADIO

Reducing Gun Violence

Project Safe Neighborhoods, U.S. Department of Justice



Even though progress has been made in fighting violent crime in America, our nation still has one of the highest crime rates in the industrialized world. A teenager is more likely to die from a gunshot than from all other natural causes of death combined. Project Safe Neighborhoods (PSN) is a nationwide commitment to reduce gun crime in America. Funded through a grant from the Department of Justice, the new PSA campaign encourages youth to think about the repercussions of gun crimes and links the consequences of gun violence—death and jail time—to the effects on the families of the youth.

FOR MORE INFORMATION, CONTACT SPONSOR:
950 Pennsylvania Ave., NW, 6th Floor, Washington, DC 20530;
(202) 353-3639; Kathryn Couch
WEBSITE: www.psn.gov
VOLUNTEER AD AGENCY: Mullen
AD COUNCIL SR. CAMPAIGN DIRECTOR: Michelle Hillman
AVAILABLE MATERIALS: TV, RADIO, OUTDOOR, PRINT
SPANISH: TV, RADIO, PRINT

Secondhand Smoke and Kids

American Legacy Foundation



Forty-three percent of children in the U.S. are exposed to secondhand smoke regularly. Children with at least one smoking parent have a 25-40 percent, increased risk of chronic respiratory symptoms and 30,000 asthma cases annually can be attributed to secondhand smoke.

However, most Americans are unaware that the smoke trailing off the lit end of a cigarette is a toxic fog of gases including ammonia, carbon monoxide and hydrogen cyanide. Nor do they know that these deadly gases can be especially harmful to kids and to infants whose lungs are still developing. Sponsored by the American Legacy Foundation, the new campaign communicates the health and social effects of secondhand smoke and motivates parents who smoke to create

FOR MORE INFORMATION, CONTACT SPONSOR:
Jeff Costantino, Senior Marketing Manager,
American Legacy Foundation; 2030 M Street, NW 6th Floor,
Washington, DC 20036; (202) 454-5749
WEBSITE: www.dontpassgas.org
VOLUNTEER AD AGENCY: Crispin Porter & Bogusky
AD COUNCIL SR. CAMPAIGN DIRECTOR: Michelle Hillman
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS

smoke-free environments for their children.

Skin Cancer Prevention

The Skin Cancer Foundation



Skin cancer is a serious and growing public health issue today. In the United States alone, someone is diagnosed with melanoma every 10 minutes and someone else dies of it every hour. However, it is one of the most preventable types of cancer. In fact, almost all skin cancer is preventable with proper precautions. This campaign educates consumers about the serious and often life-threatening effects of sun exposure leading to skin cancer and what they can do to prevent it. Primarily, the campaign seeks to raise awareness among women about the dangers of sun exposure to themselves and to their families. Viewers are encouraged to visit www.skincancer.org to learn more about how they can become "sun safe."

FOR MORE INFORMATION, CONTACT SPONSOR:
The Skin Cancer Foundation, 245 Fifth Avenue, Suite 1403,
New York, NY 10016; Phone: (212) 725-5176; Fax: (212) 725-5751
Sabrina Valvo, Manager, Corporate Programs,
svalvo@skincancer.org
WEBSITE: www.skincancer.org
VOLUNTEER AD AGENCY: Euro-RSCG Worldwide
AD COUNCIL CAMPAIGN MANAGER: Kristin Hajinlian
AVAILABLE MATERIALS: TV, WEB BANNERS

Stroke Awareness

American Stroke Association



Stroke is the number-three killer in this country and is a leading cause of severe, long-term disability. As a person's age increases so does their risk for stroke. Tragically, older Americans are the least knowledgeable about warning signs and risk factors. However, stroke can affect people of all ages. Blacks and men are also at high risk. Immediate emergency medical treatment may greatly reduce long-term disability caused by stroke. Developed in partnership with the American Stroke Association, the goal of this PSA campaign is to increase immediate stroke recognition and response. The campaign will arm the public with the knowledge that a fast reaction to stroke symptoms is critical in potentially lessening the devastating effects caused by stroke.

FOR MORE INFORMATION, CONTACT SPONSOR:
Julie Grabarkewitz, Director of Advertising,
7272 Greenville Avenue, Dallas, Texas 75231; (214) 706-1134
WEBSITE: www.StrokeAssociation.org
VOLUNTEER AD AGENCY: BBDO Atlanta
AD COUNCIL VP, CAMPAIGN DIRECTOR: Deborah Leiter
AVAILABLE MATERIALS: TV, RADIO, OUTDOOR, WEB BANNERS,
PRINT,
AFRICAN-AMERICAN TARGETED: RADIO

Wildfire Prevention

USDA Forest Service, National Association of State Foresters



Since 1944, Smokey Bear has been a recognized symbol of conservation and protection of America's forests. Sponsoring this campaign are the USDA Forest Service and the National Association of State Foresters, who wish to bring the Wildfire Prevention campaign's 60 years of service full circle by reintroducing its original star, Bambi, back into the campaign. Viewers are urged to let nature live "happily ever after" by being responsible for any fires they start. Each PSA concludes with Smokey Bear's famous tagline, "Only You Can Prevent Wildfires," and directs viewers to visit www.smokeybear.com to learn about what they can do to prevent wildfires.

FOR MORE INFORMATION, CONTACT SPONSOR:
Lewis Southard, Branch Chief, Fire Prevention, USDA Forest
Service, Fire & Aviation Mgmt., 1400 Independence Avenue,
SW, Washington, DC 20090-1107; (202) 205-1503
WEBSITE: www.smokeybear.com
VOLUNTEER AD AGENCIES: FCB-Southern California;
Ruder-Finn Interactive
AD COUNCIL VP, CAMPAIGN DIRECTOR: Wendy Moniz
AVAILABLE MATERIALS: GENERAL: TV, RADIO, PRINT,
OUTDOOR, WEB BANNERS
SPANISH: TV, PRINT

PSA Bulletin

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In addition to its own campaigns, the Ad Council also reviews campaigns created outside its auspices. PSAs for Endorsed Campaigns do not bear the Ad Council logo and are not distributed by the Ad Council. Please call or write to the contacts listed below to receive media materials for the campaigns. For more information, please visit www.adcouncil.org/np.



Habitat for Humanity's Cars for Homes™

www.carsforhomes.org

Two billion people worldwide live in poverty housing, including 5.1 million American families who need a hand up, not a handout. Habitat for Humanity, an ecumenical Christian ministry dedicated to eliminating poverty housing, is providing that hand up, and you can help.

Cars for Homes™ provides a new way to contribute to breaking the cycle of poverty and homelessness by donating cars, trucks, boats or other vehicles. Net proceeds generated from the sale of donated vehicles are used by local affiliates to build homes in partnership with low-income families. By the end of 2005, more than one million people worldwide will be living in 200,000 Habitat homes they helped build and are buying through no-profit, zero-interest mortgages.

The PSA campaign generates awareness of the need for affordable housing, provides information about how Habitat affiliates work to transform local neighborhoods and encourages support through vehicle donations to Cars for Homes™.

FOR MORE INFORMATION, CONTACT: Brian Bennett, Marketing Manager, bbennett@habitat.org, Marcia Rundle, Director, mrundle@habitat.org, Phone: (541)749-2588, Fax: (541)749-2590 Website: www.carsforhomes.org, www.habitat.org

AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS, OUTDOOR DISPLAY, MAGAZINE, NEWSPAPER, MAILERS, BROCHURES