

PSA Bulletin

September / October 2005



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Supporting Preparedness September is National Preparedness Month

According to a recent Ad Council survey, 58% of Americans have taken at least one step to prepare for emergencies since the 2003 launch of the U.S. Department of Homeland Security's (DHS) Ready campaign. However, despite recent natural disasters and concerns about potential terrorist threats, many Americans still have not taken adequate steps to prepare.

In a continuing effort to encourage all Americans to become prepared, DHS has joined with the Ad Council, the American Red Cross and a coalition of more than 170 organizations to mark the second annual "National Preparedness Month" in September. The objective is to continue educating, encouraging and empowering Americans to prepare for emergencies in their homes, businesses and schools. You can help extend the reach of critical preparedness messages by continuing to support the Ready campaign in September and throughout the year. The campaign includes:

- The Ready general market campaign, which includes TV, radio, print and outdoor advertising targeted to parents.
- Ready Business, which is designed to motivate small to midsize businesses to take specific actions to prepare their businesses, employees and communities. New magazine, newspaper, Internet and radio PSAs are scheduled to launch in November.
- Ready Kids, which is launching in late September, is a tool to help parents and teachers educate children in grades 4-5 about emergencies and how they can help get their families prepared. Ready Kids will include a new website, which can be accessed via www.ready.gov, and an in-school curriculum developed by Scholastic, Inc.

Since its launch, the Ready campaign has received \$418 million in donated media support. Please continue your generous support of this campaign and help ensure that all Americans receive the information and motivation they need to prepare themselves, their families and their communities.



The PSAs direct audiences to visit www.ready.gov where they can learn ways to prepare themselves and their families. Since the campaign's launch, the website has received over 1.8 billion hits and 21 million unique visitors.



Christa Pugh, Director of Market Development, the Ad Council, awards Lew Leone, VP and General Manager, WCBS-TV, the inaugural Clear Bell at the New York State Broadcasters' Annual

Ad Council Presents New Award

This past June, the Ad Council presented its first Clear Bell. The Clear Bell has been created to recognize at the state-level broadcast media outlets that exemplify extraordinary generosity and leadership in disseminating Ad Council public service messages.

The first Clear Bell Awards were presented to New York's WCBS-TV and WKTU-FM, Buffalo's WUTV-TV and Rochester's WROC-AM. The awards were presented at the New York State Broadcasters Annual Conference in Lake George in July. It is the Ad Council's goal to partner with as

Features In This Issue:

[Supporting Preparedness](#) - According to a recent Ad Council survey, 58% of Americans have taken at least one step to prepare for emergencies since the 2003 launch of the U.S. Department of Homeland Security's Ready campaign.

[Ad Council Presents New Award](#) - The Ad Council presented its first Clear Bell Award in June. The Clear Bell was created to recognize those who are strong supporters of the Ad Council in the presence of their state broadcast associations.

[Harnessing the Great Outdoors](#) - The Ad Council and the Outdoor Advertising Association of America, in partnership with the U.S. Department of Transportation, launched their latest campaign, "Buzzed Driving is Drunk Driving" over the July 4th weekend in over 30 media markets.

[Campaigns Get Results](#) - Your support is making a profound difference! Read about the latest results of the Obesity Prevention, Parental Involvement in Schools, and Adoption campaigns.

[Underage Drinking Among Hispanic Youth](#) - In August the Ad Council and Mothers Against Drunk Driving launched a national, multi-media PSA campaign to increase awareness among Hispanic parents about the consequences of underage

Conference in Lake George.

event.

many of the 50 state broadcasters associations as possible in order to make statewide recognition of your support an annual

Harnessing the Great Outdoors

This past Fourth of July, as fireworks targeted America's night skies, the Ad Council launched its newest campaign, "Buzzed Driving is Drunk Driving." Created to coincide with the season of the year when the most drunk drivers hit the road, the Ad Council and the Outdoor Advertising Association of America (OAAA), in partnership with the U.S. Department of Transportation, produced 8,000 30-sheet billboards to be used throughout the country and 100 vinyl bulletin billboards to be strategically displayed in 30 high incident markets nationwide beginning with the July 4th holiday weekend.

Outdoor advertising has been an essential part of the Ad Council's media mix since its early years. In 2004, however, with the formation of the Outdoor Steering Committee and the increased engagement of the outdoor industry, donations were up nearly 60%, to over \$64 million.

"Buzzed Driving" is the first in a three-part series of OAAA-selected "roadblocks"—campaigns launched simultaneously by various media companies. The second is the Booster Seat Education campaign, which will be produced in time for the back-to-school season. The third features the United Negro College Fund campaign and will vary from the other two roadblocks by employing eight-sheets, bus shelters and other urban targeted outdoor vehicles.

Thank you to the OAAA and the industry for your continuing support. With your help, millions of Americans throughout the country are exposed to critically important, often life-saving, messages each and every day.



drinking.

Two New Research Reports Available - The Ad Council has released two new research reports: PSA Research Insights: Understanding the Audience and Through the Eyes of a Child: Safe Gun Storage Case Study.

PSA Directors Speak Out - This spring, the Ad Council developed an online survey panel of PSA decision makers. Find out what they're saying!

Making a Difference - An interview with Mike Eiland, Public Service Director, Clear Channel Stations, Columbus, OH.

Past Issues

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Campaigns Get Results Your support is making a profound difference!

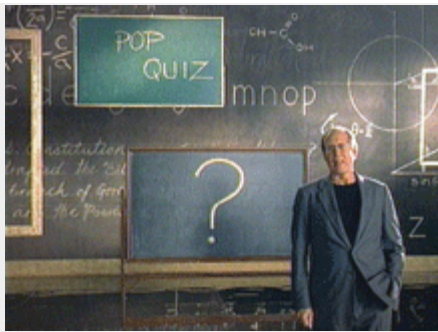


Obesity Prevention

Since the 2004 launch of the adult-targeted "Small Steps" PSAs, more than one million unique visitors have been to the campaign's website (www.smallstep.gov). Also, more than 95,000 people have subscribed to the online newsletter, which provides tips to help families increase their activity and improve their eating habits, as well as recipe ideas and motivation.

Parental Involvement in Schools

In the first year of the campaign, which launched in the fall of 2003, the percentage of parents that know "a lot" about what occurs at their child's school increased by 31%. Also, the percentage of parents that say they are involved in their child's education both at home and at school increased by 16%.



Adoption

In the first six months of the campaign, more than 3,400 people called the campaign's toll-free number. Of those calls, 449 were referred to an agency to move forward with a homestudy, the first step in qualifying to adopt a child from foster care. In the first three months of the Hispanic-targeted campaign, more than 1,000 people called the toll-free number to inquire about adopting a child from foster care.

Thank you for your continued support of our public service messages. For more campaign results, please visit www.adcouncil.org.

Reducing Underage Drinking Among Hispanic Youth



According to the National Academy of Sciences, underage drinking is a serious problem in this country—resulting in more than 6,000 deaths annually. Hispanic youth are the largest ethnic youth population in the United States (U.S. Census Bureau). Among Hispanic 12 to 20 year olds, alcohol use contributes to the three leading causes of death: unintentional injuries (including car crashes), homicide and suicide (CDC, 2002). Furthermore, Hispanic young people are more likely to drink and get drunk at an earlier age (beginning in the eighth grade) than non-Hispanic white or African-American young people (NIDA, 2002).

A major factor in preventing underage drinking is parents. Research shows that the relationships and level of involvement parents have with their children affects their children's likelihood of using alcohol underage (Spoth et al, 1999; Resnick, et al, 1998).

Mothers Against Drunk Driving (MADD) and the Ad Council launched a national, multimedia PSA campaign in August to increase awareness among Hispanic parents about the consequences of underage drinking. The new TV and radio PSAs and Internet information aim to educate and encourage Hispanic parents and caregivers to talk to their children about underage drinking early, and ultimately, delay the onset.

The PSAs, which are available in English and Spanish, inform parents that the earlier their kids start drinking, the more likely they are to abuse it. The TV spots portray various "special" moments in a young person's life where parents or guardians may introduce alcohol to their children. Presented in an ironic way, the spots conclude with a powerful message: "Alcohol before age 21 can diminish a child's potential."



The new PSAs feature moments of celebration where alcohol is shared with children in an effort to ironically communicate to parents that alcohol can diminish a child's potential.

All of the PSAs ask parents to visit www.portuhijo.org (www.foryourchild.org), or call 1-877-POR-TU-HIJO

(1-877-767-8844) to obtain a brochure containing information about how to talk to children about underage drinking.



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.



Cinderella Gives Kids a Boost

This new out of home advertisement is part of the Ad Council's Booster Seat Education campaign launching in September. The U.S. Department of Transportation and the Ad Council have partnered with Walt Disney, in conjunction with the DVD release of Cinderella, to reach parents and children with the potentially life-saving message, children under 4'9" need a booster seat.

Childhood Cancer

A new series of radio PSAs and Web banners sponsored by CureSearch National Childhood Cancer Foundation are launching in September to coincide with National Childhood Cancer Awareness Month. The new PSAs are part of a campaign designed to help children with cancer and their families find the information, resources and support they need to conquer childhood cancer. Created by Young & Rubicam, the poignant new radio spots feature the juxtaposition of life "before" and "after" a child is diagnosed with cancer and communicate to parents "You're not as alone as you feel." The campaign directs parents, families, friends and caregivers to visit www.curesearch.org, the only comprehensive, up-to-date information portal on childhood cancer. Television, newspaper and magazine PSAs are also available.



Conquering



Encouraging Kids to Lead Healthy Lifestyles

In response to the nation's growing childhood obesity epidemic, the Ad Council and the U.S. Department of Health & Human Services are launching new PSAs to encourage kids to lead healthier lifestyles. The new PSAs are an extension of the successful adult-targeted "Small Steps" effort (see page 2) and target children ages 6 to 9 years old. Created by McCann Erickson New York, the TV spots inform kids that eating healthy food can help them do the things they really love to do and, at the same time, have some silly fun. The ads direct kids to visit a dedicated website where they can learn more about the benefits of healthy eating and find exciting ways to lead a more fun and active lifestyle. The new TV and Internet PSAs will be available soon.



ABC Promotes Bullying Prevention

"Live with Regis and Kelly" star Kelly Ripa is featured in new television PSAs with McGruff the Crime Dog communicating the warning signs of bullying to parents.



Teaching Parents Simple Ways to Prevent Asthma Attacks



A new series of television and radio PSAs, created on behalf of the Childhood Asthma campaign seeks to inform parents about simple ways to protect their child from experiencing an asthma attack. Created pro bono by advertising agency Grey New York, the ads encourage viewers to call 1-866-NO-ATTACKS or visit www.noattacks.org to discover easy ways to protect their children.

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Two New Research Reports Available



We are pleased to announce the publication of two new research reports. The first, PSA Research Insights: Understanding the Audience, (far left) highlights insights the Ad Council gleaned from the continuous Social Issues Omnibus Tracking Study, commissioned from 2000–2004.

Much as for-profit marketers would, the Ad Council conducted an audience segmentation analysis, pinpointing the characteristics of audience members who are generally more likely to become involved with Ad Council campaign issues. Research like this demonstrates the Ad Council's ongoing commitment to communicating effectively across a range of audience segments.

The second report, Through the Eyes of a Child: Safe Gun Storage Case Study, (far right) presents a review and analysis of the Safe Gun Storage campaign. This report provides an example of how the Ad Council evaluates the effectiveness and impact of our PSA campaigns.

If you would like to receive a copy of these reports, please contact the Ad Council's Research department at (212) 922-1500.

PSA DIRECTORS SPEAK OUT

This spring, the Ad Council developed an online survey panel of PSA decision makers, representing various forms of media including television, radio, print, outdoor, Internet and alternative outlets. The goal of this panel is to learn how the Ad Council can serve PSA directors better, so they can better serve their communities. The first survey was conducted in May. Key findings include:

- When asked about social issue priorities for their organizations, top mentions included education (36%), health (24%), drug/alcohol abuse & prevention (18%), and children's issues (16%).
- 6 in 10 panelists surveyed currently use PSA Central to download PSAs
- 3 in 4 magazines surveyed value an "upbeat tone" to PSAs
- 9 in 10 newspapers surveyed were interested in the concept of a quarterly compilation kit
- Out-of-home outlets reported that 30-sheets (32%) and 8-sheets (28%) go unsold most often
- Print outlets are most likely to run small sizes—the smaller the size, the more likely print personnel said they are to run a PSA in it.

Thank you to everyone who participated in the survey. Future surveys addressing what makes a PSA "local," live announcer copy and more are in development. To join the panel, please go to www.AdCouncilMediaPanel.org.

Please contact Patty Goldman at pgoldman@adcouncil.org or (212) 984-1940 with any questions or comments.

Making a Difference

An Interview with Mike Eiland
Public Service Director, Clear Channel stations, Columbus, OH and all of central Ohio



How did you get involved in public service advertising?

I got involved with my appointment to public service director in 1995, making sure our announcers were giving the community the most up-to-date local community information. Besides the newer technology, of course, I'm involved because people really pay attention to them and tell us they are being helped. I get calls and emails from our community assuring me of that.

What do you like best about being involved in public service advertising?

It's more rewarding these days because of the technology available to distribute PSAs to our multiple stations. What I like best is that we can target certain messages to specific formats. Teen drug and alcohol prevention PSAs can be targeted to our Contemporary New & Popular Hits station reaching that demographic. PSAs about the same subject, but directed at parents, can be programmed on our Adult Contemporary-formatted station. And being very sensitive to copyright issues, I always make sure to key in the appropriate ending date so expired campaigns will cease to air.

What issue/s do you think deserve national focus?

Child hunger is something I can't stop talking about. I believe that we can feed every hungry child in America if we can make the parents and guardians of these kids more aware of programs designed to keeping these kids from going to bed hungry every night.

Are you involved in any unique public service projects?

The aforementioned child hunger effort, along with health projects targeted to African Americans to promote regular health screenings. I have a positive family history of diabetes, heart disease and cancer—specifically prostate cancer. While I am healthy and take time to have myself screened, I have lost many family members to these diseases. Therefore, I am particularly intrigued by the current Ad Council PSAs featuring a partnered message from the American Cancer Society, American Diabetes Association and the American Heart Association.

Why do you support the Ad Council?

I support the Ad Council not only because of the important causes they present to our listeners but because of the cleverly written, well-produced and often humorous way in which they are done.

What is your favorite Ad Council campaign?

My favorites were the "Healthy Lifestyles" campaigns of 2004. We got so many positive calls about those.

What would you like to share with others about public service advertising?

All stations can benefit from using unsold spot inventory to program PSAs. I come from a programming background, so I'm conscious of what sounds appropriate and on which stations. I program PSAs with the same care as a music director programs their music.

This is an excerpt from the interview with Mike Eiland. To read the complete interview, please visit <http://psacentral.adcouncil.org>

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All RADIO AND TV STATIONS: All Ad Council radio and TV PSAs are produced in compliance with SAG and AFTRA. PSA directors are urged to check their inventories for expired materials.

COMMUNITY

Adoption

HHS' Collaboration to AdoptUSKids



NEW MATERIALS

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

NEW MATERIALS



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

 NEW RADIO

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

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

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.

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

 NEW RADIO, PRINT, WEB AND OUTDOOR

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 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.

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, 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



NEW MATERIALS

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

FOR MORE INFORMATION CONTACT SPONSOR:
1629 K Street, NW, Suite 1000, Washington, DC 20006;
Lisa Haywood, Campaign Coordinator

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.

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-BIGS, to find out how they can get involved.

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

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

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 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.

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



NEW MATERIALS

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

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

their own car and even animate a cartoon.

Arts Education

Americans for the Arts



OCTOBER IS NATIONAL ARTS AND HUMANITIES MONTH

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 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.

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

September / October 2005



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All RADIO AND TV STATIONS: All Ad Council radio and TV PSAs are produced in compliance with SAG and AFTRA. PSA directors are urged to check their inventories for expired materials.

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



NEW MATERIALS

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

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,

outgrown their child safety seat that a booster seat is a life-saving transition to an adult safety belt.

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

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

many asthma attacks are preventable with simple steps.

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

FOR MORE INFORMATION, CONTACT SPONSOR:
American Cancer Society
1599 Clifton Road, Atlanta, GA 30329; (404) 329-7576;

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.

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

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

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.

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

Hispanic Underage Drinking Prevention

MADD



NEW MATERIALS AVAILABLE

Sponsored by Mothers Against Drunk Driving (MADD), the underage drinking prevention campaign seeks to raise awareness among Hispanic parents of the dangers and consequences of underage drinking. The parent-targeted PSAs, available in both English and Spanish, highlight the critical role that parents play in shaping their children's perception of alcohol, and consequently their behavior. The message communicated is that alcohol use before age 21 can diminish a child's potential. Parents are encouraged to visit www.foryourchild.org or www.portuhijo.org, or call 1-866-767-8844 or 1-866-POR-TU-HIJO for more information on how to talk to their children about underage drinking.

FOR MORE INFORMATION, CONTACT SPONSOR:
Amy George, Manager Media Relations,
amy.george@madd.org
Mothers Against Drunk Driving
511 E. John Carpenter Frwy, Suite 700
Irving, TX 75062
WEBSITE: www.portuhijo.org, www.foryourchild.org
AD COUNCIL CAMPAIGN MANAGER: Kristin Hajinlian
AVAILABLE MATERIALS: TV, RADIO

Modeling Non-Violent Behavior

American Psychological Association
NAEYC MetLife Foundation



NEW MATERIALS AVAILABLE

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, RADIO, MAGAZINE,
OUTDOOR

Obesity Prevention

U.S. Department of Health & Human Services



NEW MATERIALS

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

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
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



NEW MATERIALS AVAILABLE

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 parenttargeted 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

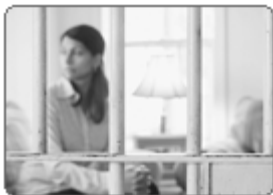
FOR MORE INFORMATION, CONTACT SPONSOR:
699 Prince Street, Alexandria, VA 22314; (703) 274-3900
Tina Schwartz, Director of Communications,
tschwartz@ncmec.org
WEBSITE: www.cybertipline.com
VOLUNTEER AD AGENCY: Merkley + Partners
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban

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.

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; Kathrynne 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 smoke-free environments for their children.

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

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

PSABulletin

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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.

Closer To Nature, Closer To You

National Arbor Day Foundation



Children can find out about anything in the world on the Internet, but may not know the wonder of the trees and nature near their home. They can take part in fantastic, often violent video adventures, but spend little time exploring the world around them.

This new campaign has been developed as an important way to bring children and their families closer to nature, and closer to each other. When viewers go to www.arborday.org, they will learn how they can connect their children and grandchildren with nature in a fun and meaningful way.

When you air these new National Arbor Day Foundation PSAs, you will make a world of difference for our children, and their families.

FOR MORE INFORMATION, CONTACT:
 John Rosenow, John.Rosenow@arborday.org,
 Gary Brienzo, Gary.Brienzo@arborday.org.

Phone: 402-474-5655, Fax: 402-474-0820, Website:
www.arborday.org

AD AGENCY: J. Greg Smith, Inc.

AVAILABLE MATERIALS: TV (:60, :30, :20, :15, AND :10)

U.S. Fund for UNICEF



The leading children's organization in the world, UNICEF was founded in 1946 to save, protect and improve the lives of children and their families. UNICEF's lifesaving programs include immunization, health care, HIV/AIDS prevention, nutrition, clean water and sanitation, emergency relief, child protection and education. UNICEF promotes the rights of all children and its cooperation is free of discrimination. In everything it does, the most disadvantaged children and the countries in greatest need have priority. The U.S. Fund works to support UNICEF's programs through education, advocacy and fundraising.

The primary goal of this PSA campaign is to convey that young people have the power to change the lives of kids in need all over the world, and that taking action to save and improve another young person's life by helping UNICEF is both critically important and rewarding. The PSA directs viewers to call 1.800.4UNICEF or visit www.unicefusa.org.

FOR MORE INFORMATION, CONTACT SPONSOR:
Mia Drake Brandt, Communications Director, The United States Fund for UNICEF 333 East 38th Street, 6th Floor, New York, NY 10016

Phone: 212-922-2481; Fax: 212-779-1679

AD AGENCY: Crosby Marketing Communications

WEBSITE: : www.unicefusa.org

AVAILABLE MATERIALS: TV

The Check Yearly. See Clearly.

Vision Council of America



**Check Yearly.
See Clearly.®**
www.checkyearly.com

The Vision Council of America and Reading Is Fundamental's television, radio and print PSAs aim to educate parents about the importance of eye exams for children and the critical link between vision and learning. The Check Yearly. See Clearly. campaign emphasizes the importance of regular eye exams for children from an eye doctor, since one in four children has a vision problem and 80% of all learning is visual. At the campaign's website, www.checkyearly.com, parents and educators can find information about the value of vision care. Additional information on how to recognize and prevent vision problems before they become more serious is also available. On the webpage, kids can find out about their eyes and vision through interactive lessons and games.

FOR MORE INFORMATION, CONTACT SPONSOR:
Joseph LaMountain, Vice President of Strategic Communications or Susan Welsh, Public Relations Manager Vision Council of America 1700 Diagonal Road, Suite 500, Alexandria, VA 22314

Phone: 703-548-4560

Email: jlamountain@visionsite.org or swelsh@visionsite.org

AD AGENCY: August Lang & Husak

WEBSITE: www.checkyearly.com

AVAILABLE MATERIALS: TV, RADIO, PRINT

