

PSA Bulletin

November / December 2005



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New PSAs Urge Americans to Provide Support for the Hurricane Relief Efforts

Media Responds with Outstanding Support

In response to the devastation wrought by Hurricane Katrina, the Ad Council produced and distributed four distinct public service efforts designed to urge all Americans to provide support for the relief efforts. In just the first few weeks, the PSAs received more than \$21.6 million in donated media. As a result of that extraordinary support, the public responded with generous donations to aid the victims, once again proving the power of public service advertising to make a difference. Thank you. Following is a summary of the initial efforts.



American Red Cross

Within two days of the tragedy, the Ad Council joined with the American Red Cross and Austin-based ad agency, GSD&M, to produce and distribute a series of poignant TV and radio spots. Voiced by Morgan Freeman, and featuring the music of New Orleans native Aaron Neville, the TV spots feature scenes of the hurricane's devastation, yet end on a note of optimism and hope. The PSAs are available in both English and Spanish newspaper and magazine, as well as Web banners, and direct Americans to visit www.redcross.org where they can donate to the Red Cross.

USA FreedomCorps

The Ad Council assisted the White House with the production of a TV spot featuring former Presidents George H.W. Bush and Bill Clinton urging Americans to visit www.usafreedomcorps.gov to find a list of organizations conducting relief operations and to make a donation.

"Hurricane Help for Schools"

The Ad Council partnered with the U.S. Department of Education (DOE) to produce a TV spot featuring First Lady Laura Bush encouraging Americans to help the hundreds of thousands of schoolchildren displaced by the hurricane. Viewers are directed to www.ed.gov for additional information about how they can help. The DOE launched "Hurricane Help for Schools" to connect organizations, businesses and individuals who can offer donations to schools serving students displaced by the hurricane.

United Way

The Ad Council partnered with the United Way to distribute TV and radio spots to encourage support for victims throughout the gulf region. One TV spot features NFL football players from Alabama, Mississippi and Louisiana encouraging Americans to visit www.unitedway.org for information on how to help.

Additional Messages

In partnership with Substance Abuse and Mental Health Services Administration (SAMHSA), a new campaign will address the mental health problems faced by those displaced from their homes.

And, in partnership with U.S. Department of

THANK YOU

The Ad Council gratefully acknowledges the following partners who graciously donated their services for the production and distribution of the Katrina response PSAs.

- AdSEND
- AL Tape and Film

Past Issues

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Acrobat Reader is required in order to read pdf files. If you do not have Acrobat on your computer [click here](#) to download and install a free copy.

Housing and Urban Development (HUD), work is being created to alert those seeking a new home that housing discrimination is against the law.

Katrina Response Task Force

In addition to the PSA campaigns described on page 1, the Ad Council has developed a Katrina Response Team to identify future messages that will be needed in response to the hurricanes. The committee includes executives from the American Red Cross and United Way of America, as well as ad agencies BBDO, McCann-Erickson and Publicis and federal government agencies including the U.S. Department of Health & Human Services.

We are incredibly grateful to the media outlets and production companies that have provided such extraordinary support for this critical effort. While many of our early messages address the immediate needs of the Gulf region, if we are to make the lasting impact that we know we can, our work must continue in the months and years ahead. It is our vision that this campaign will capture the emotion stirred by Hurricane Katrina to sustain a long-term effort to help those in need throughout the country. Your continued support will go a long way in helping this incredible region recover and thrive once again.

- Associated Press—Ad Management
- AVASIO
- Burrelle's Luce
- Columbus Delivery Service
- ConfirMedia—a division of the Verance Corporation
- Digital Force
- FastChannel Network
- FujiFilm
- GSD&M
- Henninger Media Services
- Home Front Communications
- Interface Media Group
- IVB
- Latin Works
- Magno Sound & Video
- Nielsen Media research—Sigma
- National Captioning Institute
- Print Promotions, Inc.
- Printech
- VMS Videoboards
- 501 Post

Combating Childhood Obesity: "Can Your Food Do That?"

The childhood obesity rate has more than tripled for children ages 6–11 over the past three decades, according to the Institute of Medicine. Today, approximately 9 million children over the age of 6 are considered obese in this country. In addition to the psychosocial issues of stigmatization, overweight children are at far greater risk for numerous health consequences, including cardiovascular disease, Type 2 diabetes and other chronic diseases.

As a continuation of their successful adult-targeted "Small Steps" Obesity Prevention campaign, which launched last year, the Ad Council and the U.S. Department of Health & Human Services (HHS) have extended their efforts to reach young children. A comprehensive new campaign launching in November will target children ages 6–9 and encourage them to eat healthy and get active under the theme, "Can Your Food Do That?" The campaign seeks to provide children with a meaningful reason to make better food choices—healthy foods can help them do the things they already love to do, only better, such as run faster, throw farther or perform well in school.



The PSAs direct kids to visit a new interactive Web environment located at www.smallstep.gov. The kid-targeted section of the site contains fun activities designed to get kids to eat healthy and be active.

In an effort to extend the reach of the campaign during its launch, the National Association of Broadcasters (NAB) is encouraging TV broadcasters to donate airtime to feature the PSAs within children's programming at least three times per week throughout the month of November, which has been designated "Child Obesity Prevention Month."

The new TV and Web banners highlight the immediate benefits of choosing healthy foods. One TV spot shows a child eating a watermelon and informs kids that eating melon and other nutritious fruit can improve eyesight and keep teeth, skin and hair healthy and strong, while also helping you "spit seeds at your sibling with greater precision."

All of the PSAs end with the line, "Can your food do that? Run,

throw, think, eat better,” and direct kids to visit a new interactive Web environment located at www.smallstep.gov. The kid-targeted section of the site contains fun activities, including an online game developed in partnership with Warner Brothers, starring the Tasmanian Devil™ and other Looney Toons characters. In December, a contest developed in partnership with ePrize and the Marvel Characters Appearance Program Company will be featured on the site. Children will have the chance to participate in a daily quiz that tests their knowledge and challenges them to get moving to qualify to win a visit from Marvel’s Spider-Man™ to their school.



In addition, the Ad Council and HHS are launching an educational marketing program in partnership with Scholastic, Inc. in January 2006 to extend the reach of the campaign to kids within the classroom. The in-school program includes a childhood obesity prevention curriculum for elementary school teachers, as well as materials for kids and their parents.

Ad Council Honors Good Housekeeping and People en Español with 2005 Silver Bell



First awarded in 1977, the Silver Bell is presented annually to media outlets that exemplify extraordinary generosity and leadership in disseminating the Ad Council’s messages. Silver Bells are awarded across the following media categories: Broadcast and Cable Television, Radio, Magazine, Newspaper, Out of Home and Internet. The awards are traditionally presented during the general session of the corresponding trade association conference.

The Ad Council recently honored two magazines with its prestigious Silver Bell. Awarded in two categories this year, the recipients were: People en Español and Good Housekeeping. People En Espanol was honored for its generous support of numerous Ad Council public service advertising (PSA) campaigns, including Afterschool Participation, Drunk Driving Prevention and Child Asthma Attack Prevention.

Good Housekeeping has literally been supporting Ad Council PSAs from the very start. However, it truly stood out last year as its support of our campaigns, including Wildfire Prevention, Blood Donation and Disease Prevention, totaled more than \$1 million in donated advertising space.

The Bells were presented by Tim Davis, Ad Council Executive Vice President, Media, on October 17 at the American Magazine Conference in Puerto Rico.

Ad Council Goes Hollywood

PSAs Stream at Hollywood & Highland

One of the latest pairings to light up Hollywood comes as the result of an exciting partnership between the Ad Council, Viacom Outdoor and the CIM Group, Inc. Thanks to the generosity of Viacom and the CIM Group, Ad Council PSAs are being featured in streaming, high-resolution LED video in a spectacular site adjacent to the Kodak Theater and just a few yards away from the legendary Grauman’s Chinese Theatre.

The massive 6' high by 85' wide “Zipper” web stream is the centerpiece of a highly popular shopping and entertainment hub, the Hollywood & Highland Center, and it is utilized by some of the nation’s leading advertisers. According to the Ad Council’s Managing Director for the Western Region, John Boal, “Beginning in mid-July of this year, the video stream has regularly run Ad Council PSAs including :15 and :30 spots for



The “Dance” version of the Father Involvement campaign is just one of several Ad Council PSAs that stream daily on the “Zipper” at the popular Hollywood & Highland Center near the Kodak Theatre.

Fatherhood Involvement, Youth Civic Engagement, Wildfire Prevention and the American Red Cross/Katrina Relief PSAs.”

The Ad Council’s :15 spots loop 10,640 times on average during a two-week period. According to Boal, “this generous donation of valuable advertising space is estimated at more than \$100,000 to date.”

“With the prevalence of wildfires across the country and, in particular, in southern California, having this message appear so prominently in LA is critical to helping spread Smokey’s message of good safety habits when you’re outdoors, whether in a forest or a backyard,” says Lou Southard, Branch Chief, Fire Prevention, U.S. Forest Service.

“Even surrounded by the glitz of Hollywood, we feel it’s critical to balance the ad flow with the Ad Council’s timely messages of community and national importance,” states Tim Fox, Director of Project Management for Viacom Outdoor in Los Angeles. “The PSAs,” adds Fox, “have been a welcome addition to making the Zipper ‘Must-See LED!’

We are grateful to Viacom and the CIM Group for their continued commitment to public service advertising. This generous donation of advertising space is helping to move the needle on a number of critically important social issues.



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

The Power of Sisterhood



A new series of PSAs urges African American women to make better everyday choices about their health in order to prevent diseases like cancer, diabetes, heart disease and stroke for which African American women are at higher risk. The ads focus on the idea of sisterhood and urge women to encourage and support their friends to eat right and get active. The PSAs will be distributed to the media in November.

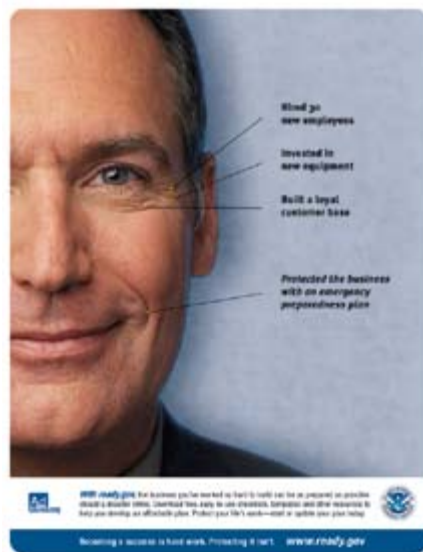
Campaign: Disease Prevention
 Sponsors: American Cancer Society, American Diabetes Association, American Heart Association
 Volunteer Ad Agency: Vigilante
 Website: www.everydaychoices.org
 Available Materials: TV, radio, print, outdoor, Web banners

Preparing Businesses

New Ready Business PSAs remind small to

mediumsized businesses to develop an emergency preparedness plan. The ads communicate to business owners and managers that the time and effort put into making their business not only successful, but also prepared for all types of emergencies, will yield security and peace of mind. The ads inform businesses that it is easier and more cost-efficient than they may believe to develop and maintain an emergency preparedness plan and remind owners/managers of the information readily available to help prepare their businesses for an emergency at www.ready.gov.

Campaign: Emergency Preparedness - Business



Sponsor: U.S. Department of Homeland Security
 Volunteer Ad Agency: Slack Barshinger & Partners, Inc.
 Website: www.ready.gov
 Available Materials: Magazine, newspaper, radio, Web banners

A Little Involvement Goes a Long Way



Since the launch of this campaign last year, the percentage of parents who say they know “a lot” about their child’s school has increased by almost a third. That’s great news, but there is still work to be done. So, in this new series of PSAs, which launched in October, children encourage their parents to get more involved in their school.

Campaign: Parental Involvement in Schools
 Sponsor: National PTA
 Volunteer Ad Agency: J. Walter Thompson
 Website: www.pta.org
 Available Materials: TV, radio, Web banners

Ad Council Partners with Eyeblander

This past summer, the Ad Council partnered with Eyeblander, a rich media advertising technology firm that works with all major web publishers and top agencies. This unique partnership includes working with the Ad Council’s obesity prevention campaign and Hurricane Katrina campaign to help schools that were devastated by the hurricane.

Thank you to Eyeblander for generously donating 35 million impressions to the important messages of the Ad Council.



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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 PRINT 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

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 VanLange
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS
SPANISH: TV, RADIO, PRINT

Hurricane Katrina Relief



Victims of Hurricane Katrina are attempting to recover from the massive storm that recently made its way through the Gulf Coast region. In response to this disaster, four unique PSA campaigns encourage Americans to support relief operations. Sponsored by the American Red Cross, USA Freedom Corps, United Way and the U.S. Department of Education, these PSAs encourage viewers to visit their websites or call their toll-free numbers in order to help.

FOR MORE INFORMATION CONTACT SPONSOR:
261 Madison Avenue, New York, NY 10016; (212) 922-1500;
Carla Horrilleno, Assistant Campaign Manager
1203 19th St., NW, 4th Fl., Washington, DC 20036;
(202) 331-9790; Melissa Otero, Campaign Director
WEBSITE: www.redcross.org, www.usafreedomcorps.org,
www.unitedway.org, www.ed.gov
VOLUNTEER AD AGENCY: GSD&M
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

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

information about how to avoid falling prey to predatory lenders and the essential questions to ask a lender before refinancing.

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



NEW MATERIALS

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, RADIO, MAGAZINE, WEB BANNERS, OUTDOOR

SPANISH: RADIO, PRINT

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



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



NEW MATERIALS

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

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

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.

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



NEW MATERIALS

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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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: TV, RADIO, OUTDOOR, MAGAZINE,

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

NEWSPAPER, WEB BANNERS
SPANISH: TV, WEB BANNERS

Bullying Prevention

National Crime Prevention Council



NEW MATERIALS

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, RADIO

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

Child Asthma Attack Prevention

Environmental Protection Agency



NEW MATERIALS

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



NEW MATERIALS

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

Childhood Obesity Prevention

U.S. Department of Health & Human Services



NEW MATERIALS

The obesity epidemic is putting America's children at risk. We are witnessing record gains in diseases and illnesses among overweight and obese children. In addition to physical troubles, obesity carries with it emotional stress that has longstanding effects on children. Sponsored by the U.S. Department of Health & Human Services, this campaign let's kids know that "eating healthy can help them do the things they really love to do, and do them better." Targeted to children ages 6 to 9 years old, the PSAs encourage audiences to look at food differently by asking, "Can Your Food Do That?" The Childhood Obesity campaign, which features a fun, interactive Website, will help kids see the lighter side of healthy eating and give them new reasons to "Eat Better."

FOR MORE INFORMATION, CONTACT SPONSOR:
Kirsten Petree, U.S. Department of Health & Human Services,
Humphrey Building, 200 Independence Avenue, SW,
Washington, DC 20201; (202) 401-6113
WEBSITE: www.smallstep.gov
VOLUNTEER AD AGENCY: McCann Erickson New York
AD COUNCIL CAMPAIGN DIRECTOR: Anthony Signorelli
AVAILABLE MATERIALS: TV, WEB BANNERS
SPANISH: TV, 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

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

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.

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

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

supporting the message, "Friends Don't Let Friends Drive Drunk."

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



NEW MATERIALS

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

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

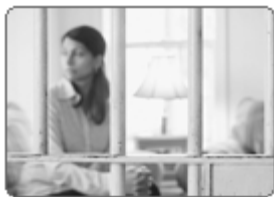


The prevalence of sexual victimization of children in the United States is overwhelming, yet largely unrecognized and underreported. With the advent of the Internet, child predators have a new medium to reach potential victims and perpetrate crimes. The current round of work complements the parenttargeted 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 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; Kathyne 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.

Energy Efficiency 'Super Powers'

Alliance to Save Energy



Perhaps Super Heroes with Super Powers can come to the rescue as our nation battles high energy prices, galloping demand, tight supplies, increased pollution, and energy security threats. With the Alliance to Save Energy's humorous Super Powers TV and radio PSAs, you can help consumers lower their energy bills and the nation reduce its energy use and pollution.

Tall, blonde, buff, live-action Super Heroes use their misguided energy-saving Super Powers to cook a turkey with laser vision glasses and light up a room without electricity. Neighbor Bob demonstrates that average people have the real Super Powers to save money, energy, and the planet. Radio PSAs spotlight a Super Heroes training camp.

The 501(c)3 Alliance of business, government, environmental and consumer leaders promotes energy efficiency worldwide. Its campaign Web site— www.ase.org/consumers—offers extensive Tips to Lower Your Energy Bills.

FOR MORE INFORMATION, CONTACT:

Rozanne Weissman, Director of Communications and Marketing,
Alliance to Save Energy, 1200 18th St NW #900, Washington, DC 20036

Phone: 202-530-2217, E-Mail rweissman@ase.org

AD AGENCY: The Creative Studio of Ogilvy Public Relations
Worldwide

AVAILABLE MATERIALS: TV (:60, :30, :15), RADIO (:60, :30)

Teach Respect Campaign

GLSEN



The Teach Respect Campaign is the latest public education effort from GLSEN, the Gay, Lesbian and Straight Education Network. The campaign is part of GLSEN's overall effort to educate, inform and inspire Americans to address the serious problems of anti-LGBT (lesbian, gay, bisexual or transgender) name-calling, bullying and harassment that affects ALL students—gay and straight alike—in our nation's schools.

FOR MORE INFORMATION, CONTACT: GLSEN

90 Broad Street, 2nd Floor

New York, NY 10004

According to GLSEN's 2003 National School Climate Survey, 4 out of 5 LGBT students report being verbally, sexually or physically harassed at school because of their sexual orientation. The study also found that inclusive safe schools policies, teacher trainings on LGBT issues and supporting student clubs commonly known as Gay-Straight Alliances are part of the solution to ensure schools are safe and effective environments for all students.

Print and radio spots are available in both English and Spanish. More information and resources for parents, students and educators are available at www.TeachRespect.org. FOR MORE INFORMATION, CONTACT:

Phone: (212) 727-0135, Email: esther@parkandassociates.com

AD AGENCY: Park and Associates

WEBSITE : www.TeachRespect.org

AVAILABLE MATERIALS: RADIO, PRINT (ENGLISH AND SPANISH)

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Making A Difference

An interview with Jody Bachiman,
Assistant Production Manager, Time Inc., New York, NY

Tell us about the Time Inc. Remnant Space website, how it works for Time Inc. titles and how that helps the Ad Council's ads get placed?

During the past two years, I have had the privilege of managing the Time Inc. Ad Council annual initiative for all Time Inc. publications. Our website proved to be the perfect vehicle to allow our more than 50 magazines a quick and easy way to digitally view and select Ad Council ads.

It was also essential for Time Inc. to track its portion of a corporate-wide \$45 million commitment to the Ad Council. To do this, we created an on-line tracking system for both Time Inc. and the Ad Council to access.

What role do you play in the placement of PSAs within Time Inc.?
Working with the Ad Council and the available campaigns they are supporting, I chose the campaigns that fall within Time Inc.'s PSA guidelines. As the centralized point of entry for this initiative, I can easily help the titles choose the ads that would be a good fit for their audience.

On the production side, the TIRS team also digitally processes the ads and places them in the pool of Ad Council ads available on our website.

What do you like most about working with the Ad Council? How do we make your job easier?

I am so thrilled to be working with such a dedicated team from the Ad Council. On occasion, the magazine teams will call with special needs for specific ad sizes not available in our remnant pool. This can be at the "zero hour" with no time to spare. All I have to do is call our contacts at the Ad Council and our requests will be fulfilled immediately. They have never let us down.

What is your favorite campaign and why?

All the campaigns that the Ad Council sponsors are truly good causes, so it is difficult to name a specific favorite, especially when we have witnessed one of the most devastating disasters such as Hurricane Katrina. But, expediting the Red Cross Hurricane Relief campaign ads so that our publications could place them as soon as possible was one way for me to help such a worthy cause.

All in all, the most rewarding experience is when I open a Time Inc. publication and see an Ad Council ad. At this point, I know that somewhere in someone's life, we have made a difference.

