

PSA Bulletin

January/ February 2006



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Start Talking Before They Start Drinking

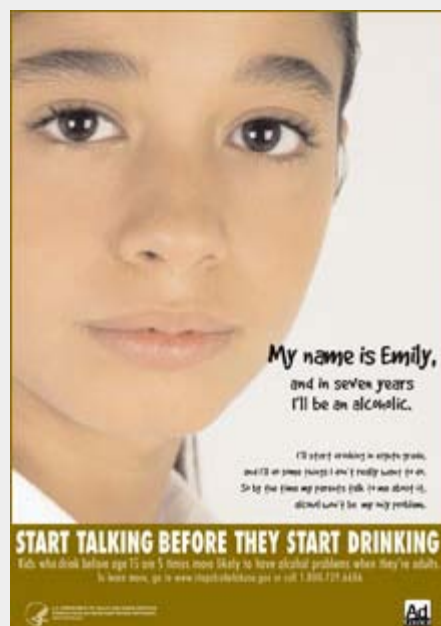
One out of every two eighth graders has tried alcohol, according to a survey conducted by the National Institute on Drug Abuse. Despite its prevalence, research shows that parents of teens generally underestimate the extent of alcohol used by youth and its negative consequences, with the majority of parents viewing underage drinking as inevitable.

However, few parents are aware that underage alcohol use is more likely to kill young people than all other illegal drugs combined (EIC and NIAAA, Spotlight on Underage Drinking, No. 22, 2004). Research also shows that children who first use alcohol before age 15 are five times more likely to have alcohol problems than those who start drinking after age 21 (NSDUH Report, 2004). In addition to its negative impact on health, underage drinking is strongly correlated with violence, risky sexual behavior, poor academic performance, driving incidents and other harmful behaviors.

The U.S. Department of Health and Human Services and the Ad Council launched a national PSA campaign in November to encourage parents to speak to their children about alcohol use early in order to prevent and reduce underage drinking. The campaign includes television, radio, magazine, newspaper and Internet advertising, and aims to reach parents of children ages 11–15 who have children that have not yet started drinking.

Created pro bono by New York-based ad agency The Kaplan Thaler Group, the compelling new television and radio PSAs feature young children (approximately age 10) predicting the future consequences of their own underage drinking. The ads then remind parents that children who begin drinking at an early age are more likely to develop alcohol problems and urge parents to start talking to their children about alcohol before it is too late. The PSAs end with the tagline “Start Talking Before They Start Drinking.”

All new ads direct parents to visit a new Web site, www.stopalcoholabuse.gov, or call 1-800-729-6686 to get information about the short- and long-term consequences of underage drinking, tips for parents on initiating conversations about alcohol and a brochure created for the campaign.



A new print PSA encourages parents to talk to their children about alcohol early and often.

Thanking Those Who Helped and Helping Those in Need



The Ad Council is continuing to respond to the needs of the hurricane victims by developing important public service messages. The following is a description of two new campaigns—one which provides help to those that are experiencing emotional problems as a result of the hurricanes and another to thank all Americans for their generous support.

Providing Mental Health Services to Hurricane Victims

Past Issues

< select an issue >



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.

New TV spots address the fears, thoughts, concerns and questions faced by the victims of the recent hurricanes.

People who were displaced by the recent hurricanes have lost their homes, schools, communities, places of worship, daily routines, social support, personal possessions and so much more. In many cases, they have also lost loved ones and

witnessed death, destruction and criminal violence. According to the U.S. Department of Health & Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA), the psychological impact of these experiences may be both serious and long-lasting. Symptoms of Post Traumatic Stress Disorder—including depression, grief and anger—are to be expected among some who survived the hurricanes. They may also develop physical health and behavior problems, such as substance abuse disorders among adults and conduct problems among children. Some of these problems may not surface for months or years. In fact, SAMHSA estimates that, up to 500,000 people throughout the country may need mental health services.

In an effort to address this critical need, SAMHSA joined with the Ad Council to launch a national PSA campaign in December to encourage those who have been impacted by the recent hurricanes to consider seeking mental health services. The campaign is designed to help adults, children and first responders and includes poignant TV and radio spots, which are available in both English and Spanish. The PSAs address the fears, thoughts, concerns and questions faced by the survivors. Audiences are encouraged to take time to check in on how they and their families are doing, and call a confidential toll-free number (1-800-789-2647 for adults/parents and 1-800-273-TALK for first responders) to speak to a trained professional who can assist with information and referrals to local services, or visit www.samhsa.gov.



Former Presidents Bush and Clinton film a PSA in New Orleans to thank Americans for their support during the past year after the tsunami and the recent hurricanes.

Thanking Americans for their Support

Presidents Bush and Clinton are featured in a new PSA, created pro bono by ad agency GSD&M, thanking all Americans for their support over the past year during the tsunami and the hurricanes. The Presidents thanked Americans for donating money and opening their hearts to the victims of these tragedies. Recognizing that it will take many months, if not years, for the people of the Gulf region to recover and rebuild, the Ad Council will continue to develop messages to provide help, hope and healing as long as they are needed.

More than 5,000 Children Adopted via AdoptUsKids.org

The Adoption campaign's website, www.adoptuskids.org, launched by President and Mrs. Bush three years ago in partnership with the Administration for Children and Families (ACF) and the Adoption Exchange Association, has reached a significant milestone. More than 5,000 children featured on the site have found permanent, loving homes. The website is part of a multifaceted effort to find homes for the 119,000 children currently waiting in the foster care system, of whom 49 percent are over the age of nine.

It is particularly challenging to find homes for older children. Thus, it is an indication of the website's success that almost seventy percent of the children placed thus far are over the age of nine.

AdoptUsKids.org is the first and only national Web site that serves as a repository for information on adoption in all 50 states. Thanks to the tremendous support of the media, this national public service advertising campaign has helped drive thousands of prospective parents to the website and has encouraged them to adopt a child from foster care.

119,000 children currently are waiting in the foster care system



Buzzed Driving is Drunk Driving

Since the 1983 launch of the Drunk Driving Prevention campaign and its recognizable tagline, “Friends Don’t Let Friends Drive Drunk,” the annual number of alcohol-related traffic fatalities has dropped significantly. However, according to the U.S. Department of Transportation, drunk driving remains one of the most frequently committed crimes in the U.S., killing one person every thirty minutes and affecting one in three Americans. While alcohol-related fatalities have decreased in recent years, of the 15,000 deaths last year, 12,800 involved crashes where the driver had a BAC level of .08 or above.

TV spots show viewers that not only people who are very drunk should not drive a car, but also the ‘casual’ drinker who is impaired should not get behind the wheel.

In continuing their efforts to prevent drunk driving, the Ad Council and the U.S. Department of Transportation’s National

Highway Traffic Safety Administration (NHTSA) have shifted the focus of their Drunk Driving Prevention campaign to target “buzzed driving.”

The new campaign aims to reach the “buzzed driver” who drinks and drives but does not consider himself a hazard on the road or a drunk driver because his drinking is “moderate.” The PSAs are designed to inspire dialogue about and recognition of the dangers of “buzzed” driving and discourage people from driving if they have consumed alcohol.

Created pro bono by Boston-based ad agency Mullen, the TV and radio PSAs target men aged 21 to 34 because, according to NHTSA, between 1998 and 2002, 17% of men within this age group involved in all fatal car crashes had a BAC level of .01 and .14. The PSAs feature people who are visibly drunk and should obviously not be behind the wheel of a car, and then show people who are “buzzed” and may not recognize that they are still too drunk to drive. The ads conclude with the tagline “Buzzed Driving is Drunk Driving.”

The TV spots were distributed in December to coincide with a holiday roadblock developed in partnership with the Television Bureau of Advertising (TVB) in which all local broadcast stations were encouraged to donate airtime for the new PSAs through New Year’s Day.

“Thanks to the generous support of our drunk driving campaigns over the years we have succeeded in changing a social norm and saved countless lives,” said Peggy Conlon, President and CEO, the Ad Council. “Your continued support will help to save so many more.”

The Ad Council Welcomes Managing Director, Media

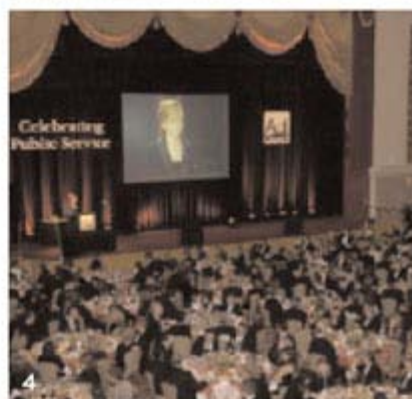
The Ad Council is pleased to welcome Kristina Schulz-Corrales as the new Managing Director of the Southeastern Region based in Miami, Florida. Kristina will work with local PSA directors in an effort to further the reach of Ad Council public service messages throughout the region. She will help to secure donated media by working with industry associations and ad clubs, media buyers, non-profit partners, community leaders, funders and government officials in Florida, Alabama and Mississippi. Kristina comes to the Ad Council from the Miami Herald Publishing Company where she served as Marketing and Community Affairs Manager, National Business Development Manager and Marketing Manager at *El Nuevo Herald*.



52nd Annual Public Service Award Dinner

Since 1954, The Advertising Council has chosen outstanding leaders from the corporate world to receive its Award for Distinguished Public Service at its annual dinner. This year, the Ad Council honored Kenneth

I. Chenault, Chairman and Chief Executive Officer, American Express Company, with its 52nd Annual Public Service Award. Mr. Chenault uses his position to effect positive social change throughout the nation. We are extremely grateful to all the supporters. Thanks to the corporations, foundations and individuals that generously supported this event, the Ad Council had one of the most successful dinners in the organization's history.



1. John Dooner, Chairman and CEO, McCann Worldgroup and Chair of the Ad Council's Dinner, Shelly Lazarus, Chairman & Chief Executive Officer, Ogilvy & Mather Worldwide and Vice Chair of the Ad Council's Dinner Committee, Ken Chenault, Chairman and CEO, American Express, Peggy Conlon, Al Kelly, Group President, American Express Company, Terry Semel, Chairman & CEO, Yahoo! Inc. and Vice Chair of the Ad Council's Dinner Committee and Michael Roth Chairman and CEO, Interpublic, pose for a photo during dinner.

2. The creative team at The Kaplan Thaler Group show off their Gold Bell for Creative Excellence for their work on the Ad Council's Underage Drinking Prevention campaign.

3. Peggy Conlon, Ken Chenault, Chairman and CEO, American Express and the Annual Public Service Award honoree, Ellen DeGeneres and John Dooner, Chairman and CEO, McCann Worldgroup, and Chair of the Ad Council's Dinner show off the Silver Bowl.

4. More than 1,200 leaders of corporations, federal government agencies, non-profit organizations, advertising agencies and the media attended to pay tribute to Ken Chenault at the 52nd Annual Public Service Award Dinner.

PSABulletin

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COMMUNITY

Adoption

HHS' Collaboration to AdoptUSKids



There are currently 119,000 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
Jane Norris, 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 communities 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:
Kara Stevens, Alliance to Save Energy,
Program Manager/Campaign Director; (202) 530-2216
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 miss 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, RADIO, 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



According to a 2004 national survey by the National Fatherhood Initiative, 97% of American feel that "fathers are just as important as mothers for the proper development of children." Furthermore, more than 79% of Americans feel that "the most significant family or social problem facing American 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 under-served 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 or 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 (HUD) have partnered to raise awareness of the illegality and widespread but subtle forms of housing discrimination. Those who have witnessed or experienced discrimination are encouraged to report it by calling HUD at 1-800-669-9777 or visiting www.fairhousinglaw.org. By making individuals aware of housing discrimination, we can empower them to report it and help stop it.

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

Mentoring

Big Brothers Big Sisters of America

NEW MATERIALS

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:
Robin Palley, VP Marketing & 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

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 young adults ages 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.

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

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.

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 and become connected, active and engaged members of their neighborhood who are less likely to victimize or become victims of crime. The empowering PSAs encourage teens to volunteer by taking an activity they like to do and using it to help others in their community. They invite teens to visit www.teensvolunteer.org to find out ways they can volunteer in their community.

FOR MORE INFORMATION, CONTACT SPONSOR:

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, WEB BANNERS

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

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EDUCATION

Afterschool Participation

Afterschool Alliance



As many as 14.3 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 that 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



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: POSTERS, PRINT, 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 children 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 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;
ww3.artsusa.org/get_involved/visibility/visibility_002.asp
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 parents and children 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: JWT, New York
AD COUNCIL CAMPAIGN MANAGER: Kristin Hajinlian
AVAILABLE MATERIALS: TV, RADIO, NEWSPAPER,
WEB BANNERS, TRANSIT CARDS
SPANISH: RADIO

High School Dropout Prevention

United States Army



The mission of Boost is to create an identity, support and encouragement for teens who might be at risk of dropping out of school. The campaign encourages parents and friends to give these struggling teens a Boost to stay in school and graduate. Available in English and Spanish, the PSAs direct audiences to visit www.operationgraduation.com for guidance on a range of teen issues, and how to help teens achieve their full potential and graduate high school. The parent targeted PSAs direct them to call 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: JWT, 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 of 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. In these PSAs, children encourage their parents to get more involved in their school.

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,
OUTDOOR

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 is 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: JWT, 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:
Nia Stephens, nia.stephens@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
VOLUNTEER AD AGENCY: The Richards Group
AD COUNCIL VP, CAMPAIGN DIRECTOR: Wendy Moniz

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

AVAILABLE MATERIALS: TV, RADIO, OUTDOOR, MAGAZINE, 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 age 8-15. The National Crime Prevention Council's Bullying Prevention Initiative is designed to counteract bullying at a young age by encouraging the victims, witnesses and parents to take action to prevent the problem. It teaches victims about what they can do when confronted by a bully. And, since most bullying incidents are witnessed by others, it shows witnesses how to intervene and befriend the victim.

This campaign also helps parents recognize the warning signs of bullying such as a drop in grades, changes in behavior, or trying to avoid school. Kids don't usually want to talk about bullying with their parents, so it's up to parents to sit down and ask their kids about it. Both kids and parents are directed to www.mcgruff.org to learn what they can do to prevent bullying.

FOR MORE INFORMATION, CONTACT SPONSOR:
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

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 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:
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, OUTDOOR

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 Heart Association
7272 Greenville Avenue, Dallas, TX 75231; (214) 706-1134;
Julie Grabarbewitz, julie.grabarbewitz@heart.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 to 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: McCann SF
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS

Funds for this campaign are generously provided by the Waitt Institute for Violence Prevention.

Drunk Driving Prevention

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



In the past, anti-drunk driving messages have been ineffective in changing the behavior of many people. They simply do not equate their own post-drinking decision-making with the spread of an epidemic that killed nearly 13,000 people in alcohol-related crashes involving a driver or a motorcycle operator with a BAC level of .08 – the illegal limit in all states – in 2004. They think that the messages are directed at the overtly ‘drunk drivers’ and not them—they see themselves as merely “buzzed.” The objective of the new PSA campaign is to inspire dialogue and recognition of the dangers of ‘buzzed’ driving and subsequently motivate people to stop driving “buzzed.” The campaign hopes to educate people that consuming even a few drinks can impair driving and that Buzzed Driving is Drunk Driving.

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
VOLUNTEER AD AGENCY: Mullen
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



NEW MATERIALS

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 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; Elevacion Ltd.
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 the U.S. Department of Homeland Security's successful Ready campaign, is designed to educate owners

FOR MORE INFORMATION, CONTACT SPONSOR:
Kristin Gossel, U.S. Department of Homeland Security,

and managers of small to medium-sized businesses about preparing their employees, operations and assets in the event of an emergency. To spread this critical message, Homeland Security has sponsored new PSAs specifically targeted to America's businesses. The goal of the Ready Business PSA campaign is to raise the business community's awareness of the critical need for emergency planning and to motivate businesses to take action. The ads inform businesses that it is easier and more cost-efficient than they may believe to develop and maintain an emergency preparedness plan. Businesses are encouraged to visit www.ready.gov to learn more about what they can do to be prepared.

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, OUTDOOR

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, OUTDOOR

Hurricane Mental Health Awareness

U.S. Department of Health & Human Services

Substance Abuse and Mental Health Services Administration



In our recent past, natural disasters have had a devastating impact on the lives of thousands of Americans. People who were displaced by the storms have lost their homes, schools, communities, places of worship, daily routines, social support, personal possessions and much more. This was coupled in many cases with losing loved ones and witnessing death, destruction and criminal violence. The PSA campaign is designed to help adults, children and first responders who have been impacted by the hurricanes and are in need of mental health services.

FOR MORE INFORMATION, CONTACT SPONSOR:

U.S. Department of Health & Human Services

Substance Abuse and Mental Health Services Administration

Mark Weber; mark.weber@samhsa.hhs.gov

1 Choke Cherry Road, Room 8-1033, Rockville, MD 20857;

240-276-2130

WEBSITE: www.samhsa.gov

VOLUNTEER AD AGENCY: Grey Worldwide

AD COUNCIL VP, CAMPAIGN DIRECTOR: Deborah Leiter

AVAILABLE MATERIALS: TV, RADIO

SPANISH: 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 problemsolving 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: Leo Burnett, Detroit

AD COUNCIL CAMPAIGN MANAGER: Melissa Otero

AVAILABLE MATERIALS: NEWSPAPER, RADIO, MAGAZINE,
OUTDOOR

Obesity Prevention

U.S. Department of Health & Human Services



Over two-thirds of the adult population in the U.S. is currently overweight or obese, and the obesity rate has increased by more than 60% among adults over the last 10 years. The Ad Council, in partnership with the U.S. Department of Health & Human Services, created this comprehensive PSA campaign to inspire Americans to 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, 200 Independence Ave., SW, Washington, DC 20201,
(202) 401-6113; Kirsten Petree

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

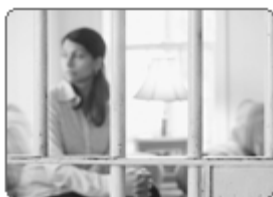


The prevalence of sexual victimization of children in the United States is overwhelming, yet largely unrecognized and underreported. With the advent of the Internet, child predators have a new medium to reach potential victims and perpetrate crimes. The current round of work complements the parent-targeted work by raising awareness among teen girls about the prevalence of online sexual exploitation. The objective is to make teen girls aware of the dangers of communicating with unfamiliar people online by deconstructing the myth that this leads to genuine relationships, reducing their risk of sexual victimization. Teens are encouraged to visit www.cyberline.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.cyberline.com
VOLUNTEER AD AGENCY: Merkley + Partners
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: TV, RADIO, NEWSPAPER, MAGAZINE,
OUTDOOR, WEB BANNERS
SPANISH: TV, RADIO, WEB BANNERS

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 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) 519-3270; Sam Marsh
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 infants, whose lungs are still developing. Sponsored by the American Legacy Foundation, the 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, PRINT, WEB BANNERS

AFRICAN-AMERICAN TARGETED: RADIO

Underage Drinking Prevention

U.S. Department of Health & Human Services
Substance Abuse and Mental Health Services



Children who begin drinking alcohol before age 15 are 5 times more likely to develop alcohol problems than those who start after age 21. This campaign seeks to reduce and delay the onset of underage drinking by increasing communication between parents and youth. The PSAs encourage parents to talk to their children early and often about the dangers and consequences of underage drinking. Parents and caregivers can visit the campaign website www.stopalcoholabuse.gov to find out more information about teens and alcohol.

FOR MORE INFORMATION, CONTACT SPONSOR:

Dr. Alvera Stern, astern@samhsa.gov,
1 Choke Cherry Road, Room 8-1033, Rockville, MD 20857;
240-276-2130;

WEBSITE: www.stopalcoholabuse.gov

VOLUNTEER AD AGENCIES: The Kaplan Thaler Group

AD COUNCIL VP, CAMPAIGN DIRECTOR: Kristin Hajinlian

AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS

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.

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

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.

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

WEBSITE: www.ase.org/superpowers
AVAILABLE MATERIALS: TV (:60, :30, :15),
RADIO (:60, :30)

The National Council of the Lewis and Clark Bicentennial

Circle of Tribal Advisors



The Lewis and Clark Expedition could not have survived without the help of the American Indians it encountered.

The Lewis and Clark Expedition forever changed the lives and landscapes of the millions of Native people who inhabited the West then and live there now. Today, descendants of those Indians make up the Circle of Tribal Advisors (COTA) of the National Council of the Lewis and Clark Bicentennial. On behalf of two-thirds of the Tribal nations Lewis and Clark met or recorded in their journals, COTA works to commemorate and acclaim the contributions of our Indian ancestors and to plan for the well-being of future generations.

COTA's Cultural Awareness Campaign seeks to inform and inspire all Americans about our shared heritage by expressing the richness, diversity and perspectives of American Indian cultures—200 years ago and today.

FOR MORE INFORMATION:

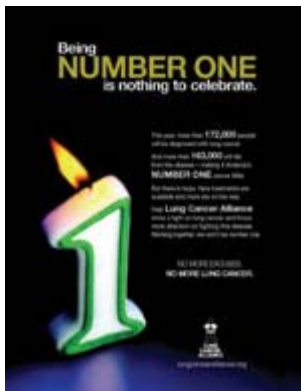
Circle of Tribal Advisors
Sammye Meadows, Campaign Coordinator
jermond@pcrs.net

WEBSITE: www.lewisandclark200.org

AVAILABLE MATERIALS: TV

Being Number One is Nothing to Celebrate

www.LungCancerAlliance.org



Lung cancer is the number one cancer killer in America, killing more people than breast, prostate, colon, liver, and kidney cancers combined.

Lung Cancer Alliance (LCA) is leading the charge as the only organization solely dedicated to providing support, resources, and a voice for people touched by lung cancer and those at risk. Many of the organization's key initiatives also target public policy leaders to highlight the often "ignored cancer," and drive funds for research in early detection and treatments.

This PSA campaign seeks to raise awareness of lung cancer as the number one cancer killer while directing those touched by the disease to Lung Cancer Alliance for support and information.

FOR MORE INFORMATION, CONTACT:

Kay Cofrancesco,
Program Specialist,
EMAIL: kcofrancesco@lungcanceralliance.org,
PHONE: (800) 298-2436

Brooke Saltzer for Lung Cancer Alliance,
EMAIL: bsaltzer@spectrumsience.com,
PHONE: (202) 955-6222, ext. 2520

AVAILABLE MATERIALS: TELEVISION, RADIO, AND PRINT PSAS;
BROCHURES

PSABulletin

January/ February 2006



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Making A Difference

An interview with Deborah Morales,
Charting Manager, Lamar Advertising, Little Rock, AR

What is Lamar's corporate strategy as it pertains to public service advertising?
Lamar is committed to bettering the communities where we do business. We offer our unsold advertising space on a regular basis to worthy nonprofits through the Ad Council and local organizations.

How does the Ad Council help augment Lamar's community efforts?
The Ad Council is an excellent partner when it comes to public service advertising. The Ad Council is a message center where various advertising mediums such as outdoor can turn for the latest materials for on-going and new public service messages.

What issues do you think deserve national focus?
Lamar is eager to promote all worthy public services messages. Dear to my heart are issues involving improving health, the welfare of children, and responsible pet ownership.

Is Lamar involved in any unique public service projects?
Lamar offers our public service program to local organizations that otherwise might be left without an advertising avenue. We allow local organizations to buy a stock of paper displaying their community message, we keep the supply of paper in our plant for posting on a spaceavailable basis just like we do with our Ad Council campaigns. We do require that the organizations are a categorized non-profit.

What would you like to share with others in the media about the value of making a strong and continuing commitment to public service?
Lamar as well as myself has found Ad Council to be an excellent organization to work with. Our orders for campaign materials are always handled promptly and in a professional manner. Ad Council is a valued tool in the outdoor advertising industry.

