

PSA Bulletin

March / April 2006



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Dropout Prevention Campaign Generates Results

New PSAs Aim to Give Kids a Boost

The High School Dropout Prevention campaign is having a significant impact, according to a new tracking study conducted by the Ad Council in January. Results show that more than half of teens nationwide have seen or heard the PSAs and, more importantly, the percentage of teens who say they have helped an at-risk friend stay in school has nearly doubled (from 17% to 33%).

In an effort to extend the results of this campaign and encourage more teens to stay in school, the Ad Council and the U.S. Army are continuing their Operation Graduation initiative with a new interactive campaign designed to prevent students from dropping out of high school. Created pro bono by ad agency JWT

New York, the new campaign, titled "Boost," includes TV, radio, outdoor and Internet advertising, which is intended to support and encourage those who may be at risk of dropping out. The PSAs continue the campaign's successful peer-to-peer strategy and urge parents, coaches, mentors and friends to give struggling kids a "boost" to help them stay in school and graduate.

The TV and radio spots feature at-risk high school seniors, the "Class of 06," who are recording their struggles to stay in school by shooting documentary-style films of themselves and their friends/family. The students encourage others to submit their stories throughout the spring semester at a new website, www.Boostup.org. The PSAs are also available in Spanish. According to the U.S. Department of Education, 27% of Hispanic youth in America have dropped out of high school.

The new TV spots were distributed to stations nationwide in February. Radio, outdoor and Internet advertising created for the campaign will be available in March.



A high school senior chronicles her struggles to stay in school as part of the new interactive "Boost" program. The core idea behind the campaign is that parents, coaches, mentors and friends can give at-risk students a "boost" to help them graduate.

The Storm Isn't Over



Hurricane Evacuees Face Housing Discrimination

In a continuing effort to help hurricane evacuees recover and rebuild their lives, the Ad Council joined with the U.S. Department of Housing & Urban Development (HUD) and the New York State Division of Human Rights to launch a housing discrimination campaign in January.

The campaign, which includes TV, newspaper and magazine

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.

HUD Secretary Jackson joins Congressmen Al Green and Assistant Secretary for Fair Housing and Equal Opportunity Kim Kendrick at the campaign launch event on January 19th in Houston. One of the new print ads appears behind them.

PSAs (which are also available in Spanish), as well as new radio spots, is designed to increase both the recognition of fair housing rights and the reporting of housing discrimination by making hurricane evacuees aware of housing laws. The PSAs also seek to remind those who rent or sell property that housing discrimination is illegal.

Created pro bono by Lowe Worldwide, the ads dramatically and poignantly illustrate the difficulties many hurricane survivors face in their search for new housing by communicating that "the storm isn't over." The TV spots feature scenes from the hurricanes' devastation and highlight the excuses often heard by victims of housing discrimination.

All of the ads remind survivors that housing discrimination is illegal and conclude with the line, "There is hope, because there is help." The PSAs direct audiences to call 1-800-669-9777 or TTY 1-800-927-9275 if they feel they may have been victims.

Ad Council... Here, There, and Everywhere



As part of the Childhood Obesity Prevention campaign, our Small Steps are featured on stairs at New Jersey's Newark Airport. Thanks to the support of JC Decaux Airport, Clear Channel Airport & Stareways.com millions of travelers every day will remember to take small steps to get healthy.



Thanks to Reuters and the Reuters Sign, the Ad Council's Katrina Relief PSA was featured on the largest digital display in the heart of Manhattan's Times Square.



Special thanks to Clear Channel Spectacolor, New York commuters were able to view the Ad Council's UNCF campaign on a billboard outside of Penn Station.

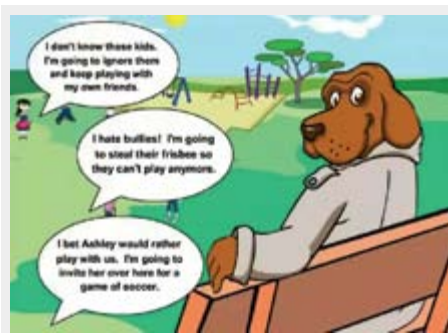
Introducing the New AdCouncil.org

We are pleased to introduce our newly redesigned website, www.AdCouncil.org. In addition to updating the appearance of the site, all content has been streamlined to allow for easier navigation. We encourage you to explore the site to learn about the Ad Council, our history, campaigns (both current and historic), the critical issues we seek to impact and much, much more.

Please continue to use PSA Central to download or order any and all PSA materials. PSA Central can still be found at the same location: <http://psacentral.adcouncil.org>. You can also connect using the icon in the upper right corner of the new Ad Council website. PSA Central is the complete resource for all current materials for all media types: TV, radio, newspaper, magazine, outdoor, directories and banners.



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.



How Would You Stop A Bully?

Have you or your child ever been bullied? You're not alone. Bullying and teasing are frequently cited as the top school troubles of students ages 8–15. In partnership with Animax, an animation company in Culver City, CA, a new choose-your-ownending interactive “webisode” featuring McGruff the Crime Dog was created to complement the Ad Council's bullying prevention campaign. The webisode, available at www.mcgruff.org, presents different scenarios, during which McGruff speaks directly to the user saying, “Looks like we

have a bully on our hands. What do you think you should do?” The users can choose what they would do to stop the bully and see what happens as a result of their choices. Always remember, McGruff is there to help!



Launching Pad

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.



Supporting Our Troops

As part of the Department of Defense's "America Supports You" initiative, a new PSA campaign developed to inspire Americans to show their support of the troops launched in February. The dual-targeted campaign also communicates to the troops the ways in which they're being supported. The campaign's website provides ideas and examples on how to support the troops and allows visitors to post messages of thanks to service members or download branding materials (posters, bumper stickers, buttons and other collateral materials) that communicate "America Supports You."

Campaign: Troop Support
 Sponsor: U.S. Department of Defense
 Agency: DeVito/Verdi
 Website: www.AmericaSupportsYou.mil
 Available Materials: RADIO, MAGAZINE, NEWSPAPER



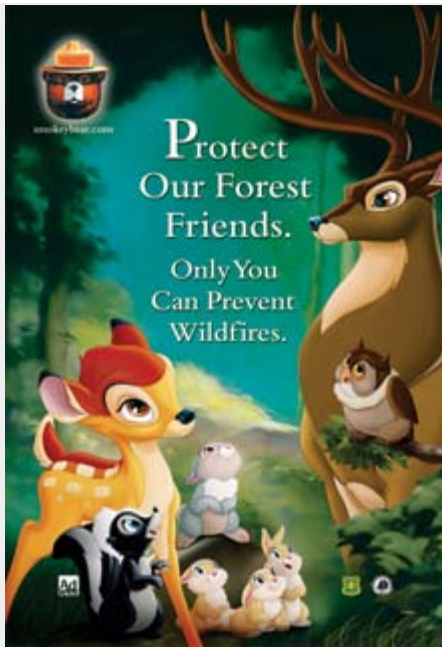
First Lady Encourages Americans to Mentor

First Lady Laura Bush appears in a new series of TV and radio spots designed to encourage adults throughout the country to mentor our nation's youth. The PSAs demonstrate the magic and simplicity of being a Big Brother or Big Sister through simple everyday moments that make a dramatic impact on the life of a child. The ads conclude with Mrs. Bush encouraging adults to "Help America's Youth. Be a friend. Be a mentor. Just be there." The PSAs continue the theme of an earlier campaign that helped increase Big Brothers Big Sisters' mentoring applications by 75%. The new PSAs were distributed to stations nationwide in January.

Campaign: Mentoring
 Sponsor: Big Brothers Big Sisters of America
 Agency: Vogt Goldstein
 Website: www.bigbrothersbigsisters.org
 Available Materials: TV, RADIO, WEB

Smokey and Bambi are Counting on You

For 61 years, Smokey Bear has been a recognized symbol for the protection of America's forests. His message has helped to reduce the number of acres lost annually to forest fires, or wildfires, by more than 62% from about 22 million to 8.4 million. Prior to Smokey Bear, Bambi briefly conveyed the forest fire prevention message in 1942. This new round of work reunites Smokey Bear and Bambi who continue to remind Americans that they are counting on them to prevent human-caused wildfires.



Campaign: Wildfire Prevention
 Sponsors: USDA Forest Service and National Association of State Foresters
 Agencies: FCB Southern California; Ruder Finn Interactive
 Website: www.smokeybear.com
 Available Materials: TV, OUTDOOR, WEB BANNERS, PRINT



Take Action Against Domestic Violence

New Domestic Violence Prevention PSAs engage men in this important issue by empowering them to talk with teens and teach boys that all violence against women is wrong. The new PSAs encourage men to prioritize domestic violence as a social issue and become motivated to take action against it. The spots encourage men to talk with boys about how women can and should be treated. All of the PSAs target men—fathers, coaches, teachers, uncles, brothers and mentors—who spend time with preteen and teenage boys.

Campaign: Domestic Violence Prevention
 Sponsor: The Family Violence Prevention Fund
 Agency: McCann Erickson San Francisco
 Website: www.endabuse.org
 Available Materials: TV, RADIO, WEB BANNERS
 Available Materials (SPANISH): RADIO, WEB BANNERS



Lower Their Risks. Boost Your Kids.

A new series of PSAs aim to educate parents of young children who have outgrown their car seats that a booster seat is a must for any child under 4'9" before making the transition to an adult safety belt. The campaign is designed to create awareness among parents of young children in an effort to reduce the number of deaths and serious injuries from car crashes each year. The PSAs were launched to coincide with National Child Passenger Safety Week, February 12th– 18th.

Campaign: Booster Seat Education
 Sponsor: U.S. Department of Transportation's National Highway Traffic Safety
 Agency: The Richards Group, Dallas
 Website: www.boosterseat.gov
 Available Materials: TV, RADIO, PRINT, WEB, OUTDOOR
 Available Materials (SPANISH): RADIO, TV

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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

Alliance to Save Energy



This campaign first introduced children to the dastardly Energy Hog, who is determined to waste energy throughout the home. Using knowledge gained from the interactive campaign website, energyhog.org, children can become top-notch Energy Hog Busters and help save energy in their own homes. The Energy Hog campaign and website is being extended to adults, communicating that they have the power to make a difference while saving money and energy. The campaign message conveys that by practicing simple measures of conservation and using energy more efficiently, families can build strong energy habits and help their communities reduce energy consumption and waste.

FOR MORE INFORMATION, CONTACT SPONSOR:
Kara Stevens, Alliance to Save Energy,
Program Manager/Campaign Director; (202) 530-2216
WEBSITE: www.energyhog.org
VOLUNTEER AD AGENCIES: Tracey Locke and Uproar!
AD COUNCIL CAMPAIGN MANAGER: Carla Horrilleno
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: Carla Horrilleno
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS

Environmental Giving

Earth Share



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

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

Father Involvement

National Fatherhood Initiative



According to a 2004 national survey by the National Fatherhood Initiative, 97% of Americans 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 Americans 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 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: Melissa Otero
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS,
OUTDOOR
SPANISH: TV, RADIO, PRINT

Hurricane Relief-Housing Discrimination

U.S. Department of Housing and Urban Development,
NY State Division of Human Rights



NEW MATERIALS

In the wake of Hurricanes Katrina and Rita, hundreds of thousands of families are working to put their lives back together, and relocation is a large part of that effort. Many of these hurricane victims will immediately experience some form of discrimination during their search for new housing. The Federal Fair Housing Act was signed over 36 years ago, making housing discrimination illegal. The U.S. Department of Housing and Urban Development (HUD) and the NY State Division of Human Rights have partnered to raise awareness of the illegality and widespread but subtle forms of housing discrimination that are occurring in the aftermath of the hurricanes. Those who have witnessed or experienced discrimination are encouraged to report it by calling HUD at 1-800-669-9777 or TTY 1-800-927-9275 or visiting

FOR MORE INFORMATION CONTACT SPONSOR:
FHAP Support Division, Room 5251, 451 7th Street S.W.
Washington, D.C. 20410
WEBSITE: www.hud.gov
VOLUNTEER AD AGENCY: Lowe Worldwide
AD COUNCIL CAMPAIGN MANAGER: Katie VanLangen
AVAILABLE MATERIALS: TV, RADIO, PRINT
SPANISH: TV, PRINT

www.hud.gov. By making hurricane victims aware of housing discrimination, we can empower them to report it and help stop it.

Mentoring

Big Brothers Big Sisters of America



NEW MATERIALS

There are approximately 14 million young people in America who may not have a productive adulthood without positive intervention. Big Brothers Big Sisters (BBBS) provides one-to-one mentoring relationships between adult volunteers and children in 460 programs throughout the U.S. This campaign encourages individuals to volunteer for BBBS and share simple, lifechanging moments with a child. For this effort, BBBS teamed with the White House and the First Lady to support her "Helping America's Youth" initiative and deliver a message about the importance of mentoring. The campaign communicates that by becoming a Big Brother or Big Sister, you can be the person who brings magic into the life of a child. Viewers and listeners are urged to visit www.bigbrothersbigsisters.org to find out how they can get involved with their local Big Brothers Big Sisters agency.

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, RADIO, WEB

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;

VOLUNTEER AD AGENCY: Eisner Communications

AD COUNCIL CAMPAIGN MANAGER: Katie VanLangen

AVAILABLE MATERIALS: TV, RADIO, PRINT

SPANISH: TV, RADIO

Troop Support

U.S. Department of Defense



NEW MATERIALS

"America Supports You" is designed to encourage Americans to support the troops in appreciation for their service and the sacrifices they make to keep our nation safe. The campaign invites the public to log on to www.AmericaSupportsYou.mil and find ideas, both large and small, on how to show their support for the military. This campaign also communicates directly to the servicemen and women, and their families.

By highlighting on the website the many ways the American public are showing their appreciation, service members can respond back and let their fellow citizens know how much their words and actions of support mean to them.

FOR MORE INFORMATION, CONTACT SPONSOR:
U.S. Department of Defense, Major Francisco G. Hamm, Major,
USA, Director or Marketing, Pentagon Channel,
601 North Fairfax Street, Alexandria, VA 22314;
(703) 428-0620
WEBSITE: www.AmericaSupportsYou.mil
VOLUNTEER AD AGENCY: DeVito/Verdi
AD COUNCIL SR. CAMPAIGN DIRECTOR: Janet Pilarski
AVAILABLE MATERIALS: RADIO, MAGAZINE, NEWSPAPER

Youth Civic Engagement

Federal Voting Assistance Program



This PSA campaign encourages young adults ages 18-24 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 and become connected, active and engaged members of their neighborhood who are less likely to

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

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.

WEBSITE: www.teensvolunteer.org

VOLUNTEER AD AGENCY: Saatchi & Saatchi

AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban

AVAILABLE MATERIALS: TV, 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 have some arts education, 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

High School Dropout Prevention

United States Army

NEW MATERIALS



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.boostup.org 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.boostup.org
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.

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: Carla Rutledge
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

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

things work.

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; Terrie Linderman; tlinderman@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) 205-3404
WEBSITE: www.uncf.org
VOLUNTEER AD AGENCY: Y & R, New York
AD COUNCIL VP, CAMPAIGN DIRECTOR: Penny Schildkraut
AVAILABLE MATERIALS: TV, RADIO, PRINT, OUTDOOR,
WEB BANNERS

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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



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 as 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



SPANISH AVAILABLE

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 lets 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



NEW MATERIALS

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. African Americans in particular suffer the highest mortality rates of the total population, and African American women have the highest risk for these diseases. Yet, many women are not motivated to change the unhealthy personal lifestyle habits that could prevent these diseases. Adding to the success of the "Protect Yourself" campaign, this new round of PSAs follows a group of girlfriends as they support and encourage each other to make healthier lifestyle choices. The ads let women know that together, through the power of sisterhood, they can lead healthier lives and help reduce their risk of cancer, diabetes, heart disease and stroke.

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,
OUTDOOR
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 Erickson San Francisco
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS
SPANISH: 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 or above—the illegal limit in all states—in 2004. They think that the messages are directed at the overtly 'drunk drivers' and not themselves—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 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.

FOR MORE INFORMATION, CONTACT SPONSOR:
 Kristin Gossel, 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,
 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 1-877-767-8844 or 1-877-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

FOR MORE INFORMATION, CONTACT SPONSOR:

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.

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 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: 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.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, 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 youths 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 youths.

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

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

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.

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



NEW MATERIALS AVAILABLE

Since 1944, the USDA Forest Service and the National Association of State Foresters have enlisted Smokey Bear as the symbol of protection of America's forests by sponsoring the Wildfire Prevention campaign. The Campaign's new general market television PSAs use simple music and imagery to deliver a powerful message. The consequences of not being careful with fire are illustrated with ten matchsticks and a burning fuse. In addition, a new PSA featuring Bambi inspires us to practice good fire safety habits so that we "don't let our forests become once upon a time." Each PSA hopes to instill personal responsibility and concludes with Smokey Bear's famous tagline, "Only You Can Prevent Wildfires." Viewers are directed 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

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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)

Keep a Great Thing Growing America, TREE CITY USA

National Arbor Day Foundation



TREE CITY USA is a highly effective national program for communities large and small to plant and care for trees. TREE CITY USA provides

FOR MORE INFORMATION:

Jeff Bargar, Jeff.Bargar@arborday.org.

direction, technical assistance, and national recognition for urban and community forestry programs in over 3,000 communities representing more than 93 million Americans.

The new "Keep A Great Thing Growing, TREE CITY USA" campaign encourages viewers to put down roots and plant trees in their community. They'll see an amazing transformation. Trees clear the air, clean the water, and conserve energy. As much as we need trees, we need to plan, plant, and care for them. When viewers go to arborday.org they will learn which trees to plant where, and how they can contact their state forester for community forestry assistance.

Phone: (888) 448-7337 / Fax: (402) 474-0820

AD AGENCY: J. Greg Smith, Inc.

WEBSITE: www.arborday.org

AVAILABLE MATERIALS: TV (ENGLISH AND SPANISH), RADIO (ENGLISH AND SPANISH), PRINT

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Making A Difference

An Interview with Shawn Menke, Senior Client Services Spec, OnMedia and Jim Stoos, Senior Director, OnMedia

OnMedia is the cable television advertising sales division of Mediacom Communications, which is the nation's 8th largest cable television company, and the leading cable operator focused on serving smaller cities and towns in the United States.

What is OnMedia's corporate strategy as it pertains to public service advertising? We don't have a one-size-fits-all mentality. All public service advertising is determined on an individual basis to see if it is a viable partnership for the company.

How does the Ad Council help augment OnMedia's community efforts? The quality pre-produced commercials make it a turnkey process that is efficient and effective.

What issues do you think deserve national focus? We focus on adolescent issues by airing commercials that highlight early childhood development, high school dropout prevention, secondhand smoke and kids, as well as parental involvement in schools. We believe these programs are vital to the long-term health of our communities on both a local and national basis.

Is OnMedia involved in any unique public service projects? Mediacom is involved in a philanthropic community service program called Shoes That Fit. We have been a proud sponsor of this nationwide program for over six years as a strong media partner. We work in conjunction with over 28 local elementary schools to provide basic clothing needs to the less fortunate.

What would you like to share with others in the media about the value of making a strong and continuing commitment to public service? As a business, our success depends upon the strength of our community. More importantly, it is our civic duty to raise awareness of important issues as an investment in our future.



Ad Council Recruits Managing Director for Central Region

The Ad Council is pleased to welcome Susan Hiltz as the new Managing Director of the Central Region based in Troy, Michigan, a suburb of Detroit. Susan 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 Michigan, Ohio and Indiana. Susan comes to the Ad Council from the Prevention Coalition of Southeast Michigan where she served as the Executive Director.

