

PSA Bulletin

May / June 2006



- >> [Public Service Events Calendar](#)
- >> [PSA Expiration Dates](#)
- >> [Ad Council Contacts](#)

[Featured Campaigns](#)
[Current Campaigns](#)
[Endorsed Campaigns](#)
[Making A Difference](#)
[PSA Central](#)

Buzzed Driving PSAs Spark Immediate Results

Campaign Reaches Over 97% of the Country

Within one week of the launch of the Buzzed Driving campaign, the critical message “Buzzed Driving is Drunk Driving” reached more than 97% of the country and one in five people who viewed the PSAs had taken action to prevent someone from driving “buzzed.” This immediate and extraordinary response to the campaign testifies to the power of public service advertising (and the media’s support of our PSAs) to inspire social change!

As reported in the January/February PSAB, the Ad Council joined with the National Highway Traffic Safety Administration and the Television Bureau of Advertising (TVB) to debut the new Drunk Driving Prevention campaign with a TV roadblock during the 2005 holiday week (Christmas through New Year’s). TVB encouraged all local broadcast stations to donate airtime to the new PSAs during that week, a time when drunk driving fatalities are at their highest.

An extension of the memorable “Friends Don’t Let Friends Drive Drunk” campaign, the new PSAs aim to reach the driver who drinks and drives, but does not consider himself a hazard on the road or a drunk driver because he’s just “buzzed.”

As a result of the roadblock, media support of the PSAs during that first week exceeded \$6 million with 638 stations airing more than 21,000 spots. News coverage extended the campaign’s reach to an additional 49 million people.



Created by Mullen, the PSAs are designed to inspire dialogue about and recognition of the dangers of “buzzed” driving and discourage people from driving impaired.



Thanks to your incredible contribution, these critical messages reached their intended target, potentially saving countless lives. An Ad Council tracking survey found that 18% of the people who saw the PSAs that week acted to stop an impaired person from driving under the influence. The research also showed that nearly 25% of men ages 21–35, the campaign’s target, had seen or heard about the campaign.

“This collaboration with the TVB and TV stations throughout the country yielded an immediate and unprecedented response from the public,” said Peggy Conlon, President & CEO of the Ad Council. “With your continued support of these critical

messages, we can continue to change the social norm and remind the public that ‘buzzed driving is drunk driving.’

Coast to Coast: Taking the Ad Council Local

As many PSA inventory decisions are made at the local level and PSA

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.

directors use their valuable inventory to respond to the unique needs of their local audience, the need to expand the Ad Council's local engagement is clear. As such, we are committed to demonstrating the local relevance of our campaigns, fostering stronger relationships with community leaders and being seen as a credible partner in responding to issues of national importance that have local impact.



To date, we have placed regional managing directors in 8 of the top 10 markets, and key local market leadership committees have been established in three of those markets. Our regional managing directors are calling on local media outlets in all top 100 markets to stimulate support for our critical messages, networking with the local advertising industry, and engaging local representatives from our national campaign sponsors to demonstrate the local relevance of our campaigns to local media executives, and identifying potential local donors. We are confident that these efforts will help to extend support of our critical messages in communities throughout the country.

WHBF and Tribune Broadcasting Win Silver Bell



The Ad Council recently honored two local broadcast TV outlets with its prestigious Silver Bell. The recipients for individual station and broadcast group awards respectively were WHBF-TV of Davenport, Iowa, and Tribune Broadcasting.

WHBF-TV of Davenport, Iowa, was honored for its outstanding support of "Project Roadblock," local broadcast television's partnership with the Ad Council and the National Highway Traffic Safety Administration (NHTSA) to reduce drunk driving during the holiday season (see story on page 1). WHBF-TV brought the message to its community through multiple platforms, including significant PSA placements, website spotlights and newscasts that provided an explanation of the program, information, interviews and useful holiday safe-driving tips.

Tribune Broadcasting received the broadcast group award for outstanding overall support for Ad Council initiatives. Last year, Tribune stations donated 17,000 placements for numerous PSAs, including Father Involvement, Disease Prevention and Obesity Prevention. The company's support extended to a full range of engagement with Ad Council materials and resources, extending their local impact through public affairs programming, news stories and integrated marketing.

The Bells were presented by John Dooner, Ad Council Chairman and CEO of the McCann Worldgroup, and Robin Mayer, Chief, Office of Consumer Information, NHTSA, on April 20 at the 2006 TVB Marketing Conference in New York City.

Do You Blog?

As you may know, Peggy Conlon has begun her own blog, "Ad Libbing: Inside PSAs." The recently launched blog will provide readers with an insider's perspective on PSAs, why the Ad Council is committed to public service advertising and how public service campaigns inspire individuals and communities to make a measurable difference in society.

Peggy will post several times a month to provide commentary on the Ad Council's current campaigns, public service initiatives and our progress on moving the needle. "Ad Libbing: Inside PSAs" will help to extend the reach of our messages and encourage dialogue on the issues we address.

We are delighted to be able to share our progress on fulfilling the Ad Council's mission. Please visit www.adlibbing.org and sign up for an RSS feed in order to receive each blog as it is posted.



Thanks for Your Continuing Commitment

The success of our PSA campaigns rests on their being seen and heard by the American people. We are therefore profoundly grateful to the media industry for continuing to support our work with commitments of donated advertising time and space. As of this writing approximately 80 upfront media commitments totaling \$540 million have been secured for CY2006. This commitment is a testament to the fact that you continue to believe in the power of public service advertising to make a difference.

To date, half of the top 50 media companies have made generous upfront donated media commitments to support Ad Council PSAs. This includes all of the top cable MSOs, the top outdoor companies and 9 of the top 10 directory companies. It further includes commitments from half of the top broadcast TV station groups, 10 of the top 12 radio station groups, the top 4 online search/portal sites, 7 of the top 10 magazine companies and 3 of the top 5 newspaper groups. In addition, we have secured generous and significant industry roadblock support from OAAA (Outdoor Advertising Association of America), TVB (Television Bureau of Advertising), NAB (National Association of Broadcasters), NAA (Newspaper Association of America), MPA (Magazine Publishers of America) and ABM (American Business Media).

Thank you for your continued belief in the power of PSAs. Together, we are generating great change.

2005/2006 Upfront Donated Media Partner Companies

Alloy/360 Youth	Discovery Communications, Inc.	The New York Times Company
A&E Network	Dow Jones & Company, Inc.	New York Times Digital
ABC Radio Group	Emmis Communications Corp.	News Corporation
ABC Radio Networks, Inc.	Entercom Communications Corp.	Newsweek, Inc.
ABC Television Network	Entravision Communications Corp.	North American Broadcasting, Inc.
Adlink Cable Advertising, LLC	ESPN, Inc.	OAAA
Accent Health	Fairway Outdoor Advertising, Inc.	Pappas Telecasting Companies
Ambient Media	Fastclick, Inc.	PARADE Publications, Inc.
American Express Publishing	Google	PRIMEDIA, Inc.
AmericanGreetings.com	Hachette Filipacchi Media U.S., Inc.	Radio One, Inc.
American Urban Radio Networks	Hearst-Argyle Television, Inc.	Raycom Media
AOL Media Networks	here! Networks	ReceptaSign, Inc.
Association of Directory Publishers	Impressionaire	The Reader's Digest Assoc., Inc.
Azteca America	Infotouch	Screenplay, Inc.
Beasley Broadcasting Group	Insight Communications Company	Scripps Cable Networks
Belo Corporation	Insite Advertising, Inc.	Si TV
Bloomberg Television	iVillage	Superstation WGN
Bonneville International Corp.	iVillage Parenting Network	Susquehanna Radio Corp.
Bright House Networks	JCDecaux North America	Targeted Media Partners
Buckley Broadcasting Corp.	Kidzworld	Time Warner Inc.
Cable One, Inc.	Lamar Outdoor Advertising	Transcore Media
Cablevision & Rainbow Media Holdings	Lime	Tribune Company
Captivate Networks	LIN Television Corporation	Univision Communications, Inc.
Charter Communications, Inc.	MásMúsica TeVe	USNews.com
Citadel Broadcasting Corp.	Media General, Inc.	Verizon
Clear Channel Communications, Inc.	Mediacom Communications Corp.	Westwood One Radio Networks
College Sports Television	Meredith Corporation	Yahoo!
Comcast Networks	MSN.com	YES Network
Comcast Spotlight	National Basketball Association	Young Broadcasting
Conde Nast Publications, Inc.	New Age Media Concepts	Zoom Media
Cox Communications	The Newborn Channel	
Cox Enterprises, Inc.	Nextmedia Group, Inc.	



Launching Pad

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



Fighting Global Warming

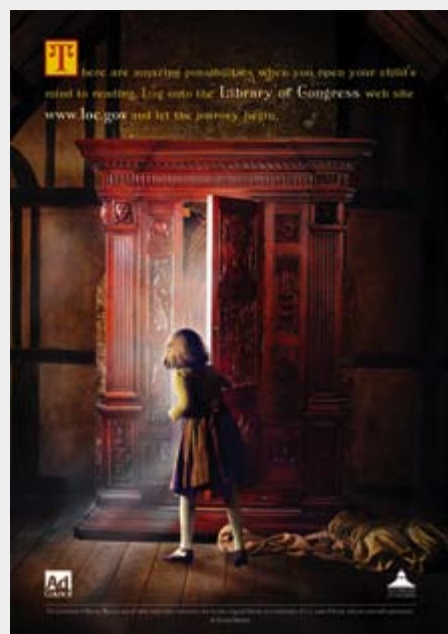
The nation's most renowned climate scientists agree that heat-trapping global warming pollution is happening, we are causing it and we have time to avoid the most dangerous consequences, which could happen in our children's lifetimes. However, by practicing simple measures of conservation and becoming energyconscious, families can reduce their global warming pollution by over 35,000 pounds per year.

In an effort to combat global warming, the Ad Council, in partnership with Environmental Defense, launched a national PSA campaign designed to motivate Americans to participate in activities that will help reduce greenhouse gas pollution.



This new multi-media campaign, created pro bono by Ogilvy & Mather, New York, includes compelling new television, radio and Internet PSAs. The PSAs convey the urgency that global warming is happening but there are individual actions that all Americans can take to help slow its effects.

All of the PSAs direct the audience to visit www.fightglobalwarming.org, a new website that features interactive tools where people can calculate their personal contribution to the climate change problem, and a series of simple energy-saving tips such as replacing light bulbs with energyefficient ones that will last for years.



Promoting Childhood Literacy

According to the National Institute for Literacy, success in school—and life—starts with literacy. A U.S. Department of Education study found that from 1983 to 1999, more than 10 million Americans reached the 12th grade without having learned to read at a “basic” level, and research shows that this trend begins much earlier in life. In an effort to promote childhood literacy, the Ad Council joined with the Library of Congress and Buena Vista Home Entertainment to launch a campaign in April that is designed to encourage children and adults to become engaged in reading and all other forms of literacy.

The new multi-media campaign features scenes and characters from the movie *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe*, which resonated with audiences worldwide. The new PSAs, which aim to reach children in the fourth, fifth and sixth grades and their parents, focus on engaging children in all forms of literacy, whether it is reading a book or magazine, studying history, visiting a museum or simply using their imaginations.

First launched in 2000, previous advertising for the campaign encouraged children and adults to learn about U.S. history. The focus has now changed to childhood literacy. All of the PSAs direct children and parents to visit the Library of Congress' website, www.loc.gov, for discovery, learning and family fun. The website provides children and families with a multi-media, interactive learning experience through which children can enhance their literacy.

Autism: Early Intervention Can Make a



Difference

The number of children diagnosed with autism in this country today is alarming. Thirteen years ago, the number was 1 in every 10,000 children. Today, that number is 1 in 166. According to CDC, autism is the fastest-growing developmental disability in the United States, with a child being diagnosed every 20 minutes. However, with appropriate early-intervention services (from ages 3-5), between 25% and 50% of children diagnosed are able to attend mainstream kindergarten.



In response to this alarming increase in diagnosis and the knowledge that early intervention can make a difference, Autism Speaks and the Ad Council launched a national PSA campaign in April to raise awareness of autism and to increase the level of early detection and intervention. The campaign, which includes television, radio, print and Internet advertising, aims to motivate parents and caregivers of children aged 0-6 to learn the signs of this disorder and to take action if their children are not meeting certain developmental milestones.

Created pro bono by BBDO New York, the compelling new television PSAs feature young children in everyday familiar situations such as a father and his young son playing baseball. The copy compares the odds of a child becoming a professional athlete: 1 in 16,000—with the odds of being diagnosed with autism: 1 in 166. The key message in the PSAs is that autism is more common than you think.

All of the ads direct parents to visit www.autismspeaks.org to get more information on the early signs of autism.



PSABulletin

May / June 2006



- >> [Public Service Events Calendar](#)
- >> [PSA Expiration Dates](#)
- >> [Ad Council Contacts](#)

[Featured Campaigns](#)
[Current Campaigns](#)
[Endorsed Campaigns](#)
[Making A Difference](#)
[PSA Central](#)

Choose a Topic: [Community](#) | [Education](#) | [Health & Safety](#)

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

COMMUNITY

Adoption

HHS' Collaboration to AdoptUSKids



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



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



NEW MATERIALS

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, www.energyhog.org, children can become top-notch Energy Hog Busters and help save energy in their own homes. The Energy Hog campaign and website are 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
AD COUNCIL CAMPAIGN MANAGER: Carla Horrilleno
AVAILABLE MATERIALS: PRINT, OUTDOOR, 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

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: Carla Horrilleno
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

Global Warming

Environmental Defense



NEW MATERIALS

Global Warming is an urgent problem, but there are easy things every American can do to help solve it. Distinguished scientists across the nation are surprised by the speed and severity of the impacts we have seen and their effects on people's lives: the elderly suffering from heat waves, families whose homes are threatened by floods and eroding coastlines, hunters and anglers watching wildlife disappear and

FOR MORE INFORMATION, CONTACT SPONSOR:
Rosemarie Stupel, Environmental Defense
257 Park Avenue South, New York, NY 10010; (212) 616-1288
WEBSITE: www.fightglobalwarming.com
VOLUNTEER AD AGENCY: Ogilvy & Mather, New York
AD COUNCIL CAMPAIGN MANAGER: Carla Horrilleno

homeowners susceptible to mudslides. Scientists are convinced that we now have a small window of time to avoid the most dangerous consequences. If we don't join together to solve this problem now, our children will feel even more dramatic effects within their lifetimes.

This important PSA campaign is designed as a wake-up call to motivate Americans to go to www.fightglobalwarming.com, where they can learn simple steps that save energy, save money and reduce global warming pollution.

AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS

Hurricane Relief-Housing Discrimination

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



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

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

Mentoring

Big Brothers Big Sisters of America



NEW MATERIALS

America 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, life-changing 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

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: VogtGoldstein
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS

visit www.bigbrothersbigsisters.org to find out how they can get involved with their local Big Brothers Big Sisters agency.

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, USAF, Director of 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, WEB
BANNERS

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

PSA Bulletin

May / June 2006



- >> [Public Service Events Calendar](#)
- >> [PSA Expiration Dates](#)
- >> [Ad Council Contacts](#)

[Featured Campaigns](#)
[Current Campaigns](#)
[Endorsed Campaigns](#)
[Making A Difference](#)
[PSA Central](#)

Choose a Topic: [Community](#) | [Education](#) | [Health & Safety](#)

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.

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

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 well-rounded 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

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

concerned citizens are encouraged to visit www.AmericansForTheArts.org to take action on behalf of the arts and arts education.

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



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

Lifelong Literacy

Library of Congress



NEW MATERIALS

The Library of Congress's mission is to make its vast resources available and useful to the Congress and the American people, and to sustain and preserve a universal collection of knowledge and creativity for future generations. The objective of the campaign is to inspire fun and promote literacy in all types of learning, including reading books, magazines and cartoons, visiting museums, creating music and using one's imagination. The youth and parenttargeted campaign encourages them to log onto the Library of Congress online via www.loc.gov as a source of discovery, learning and family fun.

FOR MORE INFORMATION, CONTACT SPONSOR:
Public Affairs Office, Library of Congress,
Washington, DC 20540-1610; (202) 707-9216;
John Sayers, Public Affairs
WEBSITE: www.loc.gov
VOLUNTEER AD AGENCY: The Geppetto Group
AD COUNCIL CAMPAIGN MANAGER: Katie VanLangen
AVAILABLE MATERIALS: POSTERS, PRINT, TV, WEB BANNERS,
RADIO, BOOKMARKS, COLORING PAGE

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



NEW MATERIALS

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:
Brenda Siler, National Director-Communications and
Marketing, 8620 Willow Oaks Corporate Drive, Fairfax, VA
22031; (703) 205-3454; brenda.siler@uncf.org
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

PSA Bulletin

May / June 2006



- >> [Public Service Events Calendar](#)
- >> [PSA Expiration Dates](#)
- >> [Ad Council Contacts](#)

[Featured Campaigns](#)
[Current Campaigns](#)
[Endorsed Campaigns](#)
[Making A Difference](#)
[PSA Central](#)

Choose a Topic: [Community](#) | [Education](#) | [Health & Safety](#)

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

Autism Awareness

Autism Speaks



Autism is the fastest-growing developmental disability in the United States. Thirteen years ago only 1 in 10,000 children was diagnosed with autism; today that rate has soared to a staggering 1 in 166. This campaign aims to raise awareness of and increase parental knowledge about autism and empower parents to take action if their child is not meeting certain developmental milestones. The PSAs communicate that autism is more common than you think and parents are urged to learn more about this prevalent disorder by visiting www.autismspeaks.org to learn the signs of autism and to find out about early intervention.

FOR MORE INFORMATION, CONTACT SPONSOR:
Autism Speaks, 2 Park Avenue, 11th floor, New York, NY 10016
WEBSITE: www.autismspeaks.org
VOLUNTEER AD AGENCY: BBDO, New York
AD COUNCIL CAMPAIGN MANAGER: Kristin Hanjinlian
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS
SPANISH: TV

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

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

the blood donation process and see how they can get involved in their communities.

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

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

WEBSITE: www.boosterseat.gov

VOLUNTEER AD AGENCY: The Richards Group

AD COUNCIL VP, CAMPAIGN DIRECTOR: Wendy Moniz

AVAILABLE MATERIALS: TV, RADIO, OUTDOOR, MAGAZINE,
NEWSPAPER, WEB BANNERS

SPANISH: TV, WEB BANNERS

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



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." 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 ever since, providing the information and motivation needed to develop safer, stronger and more caring communities. The 25th Anniversary PSAs encourages adults to visit

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
WEBSITES: www.ncpc.org, www.mcgruff.org,
www.teensvolunteer.org

www.ncpc.org to learn simple ways to aid in crime prevention.

Further crime prevention efforts include Bullying Prevention and Youth Volunteerism. Bullying is a widespread problem for our nation's youth—this initiative is designed to not only counteract bullying at a young age, but also to help parents recognize the warning signs of bullying. Victims, witnesses and parents are directed to www.mcgruff.org. The Youth Volunteerism campaign invites teens to www.ncpc.org to learn how volunteering can build a safer community.

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.

Disease Prevention

American Cancer Society, American Diabetes Association, American Heart Association



Americans are inundated with "get healthy" messages, but with few results. 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 suffer the highest mortality rates of the total population, and African American women are at particularly high risk for these diseases. Yet many women are not motivated to change the unhealthy personal lifestyle habits that could cause 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



NEW MATERIALS

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



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



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



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

WEBSITES: www.portuhijo.org, www.foryourchild.org

AD COUNCIL CAMPAIGN MANAGER: Kristin Hajinlian

AVAILABLE MATERIALS: TV, RADIO, OUTDOOR, WEB BANNERS

SPANISH: TV, RADIO, OUTDOOR, WEB BANNERS

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

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



NEW MATERIALS

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 his or her risk for stroke. Tragically, older Americans are the least knowledgeable about warning signs and risk factors. However, stroke can affect people of all ages. African Americans 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, Spike/DDB

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

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

PSA Bulletin

May / June 2006



- >> [Public Service Events Calendar](#)
- >> [PSA Expiration Dates](#)
- >> [Ad Council Contacts](#)

[Featured Campaigns](#)
[Current Campaigns](#)
[Endorsed Campaigns](#)
[Making A Difference](#)
[PSA Central](#)

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.

Youth HIV/AIDS Awareness

National Institute on Drug Abuse



Behaviors associated with alcohol and drug abuse are one of the largest factors in the spread of HIV infection in the United States. This is because drugs disrupt the parts of the brain that people use in decision making. Every day in America, about 10 young people are diagnosed with HIV/AIDS, and African Americans are disproportionately affected by the epidemic. Rates for African American females are 19 times the rates for white females, underscoring the need for programs targeting females in racial/ethnic minority populations. Drugs + HIV: Learn the Link was created to educate these target populations about the link between drug abuse and HIV infection. Viewers/readers are directed to www.hiv.drugabuse.gov for more information.

FOR MORE INFORMATION, CONTACT:

Jan Lipkin, Acting Chief, Public Information & Liaison Branch, National Institute on Drug Abuse, 6001 Executive Boulevard, Room 5213, Bethesda, MD 20892-9561
 Phone: (301) 594-6848 Email: jlipkin@hiv.gov
 AD AGENCY: IQ Solutions, Inc.
 WEBSITE: www.hiv.drugabuse.gov
 AVAILABLE MATERIALS: TV, PRINT, WEB BANNERS, OUTDOOR

Catholic Campaign for Human Development



Since 2000, the number of Americans living in poverty has risen every year. Today, 37 million people—one out of every eight Americans—are living below the poverty line. Yet, despite the alarming incidence, there is hope for the future, as this integrated campaign movingly portrays. Across the U.S., community-based solutions are growing, building and helping poor and low-income people to break the cycle of poverty for good. Entitled "Portraits of Hope," this PSA campaign was produced by the Catholic Campaign for Human Development, which for 35 years has funded more than 4,000 communitybased self-help projects across the nation that, together, are proving that we can end poverty in America—and everyone can do something to help.

FOR MORE INFORMATION:

CCHD (Catholic Campaign for Human Development)
 Barbara Stephenson, Director of Communications
 3211 4th Street, NE, Washington, DC 20017-1194
 Phone: (202) 541-3364
 Fax: (202) 541-3329
 E-Mail: bstephenson@usccb.org
 AD AGENCY: Crosby Marketing Communications, Annapolis, Maryland
 WEBSITES: www.povertyusa.org, www.pobrezausa.org

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 website— www.ase.org/consumers—offers extensive tips to lower your energy bills.

FOR MORE INFORMATION:

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)

PSABulletin

May / June 2006



- >> [Public Service Events Calendar](#)
- >> [PSA Expiration Dates](#)
- >> [Ad Council Contacts](#)

[Featured Campaigns](#)
[Current Campaigns](#)
[Endorsed Campaigns](#)
[Making A Difference](#)
[PSA Central](#)

Making A Difference



An Interview with Ivelisse Estrada, Senior Vice President, Corporate and Community Relations, Univision Communications, Inc.

What is Univision's corporate strategy as it pertains to PSAs?

Univision Communications has a long and distinguished history as an advocate and proponent of issues central to this country's Hispanic community. We believe it is our responsibility to address the key issues affecting the 41 million Hispanics living in the U.S. and serve as a bearer of information and, when appropriate, a voice for this dynamic community.

Univision's public affairs efforts include PSAs, coverage through news and public affairs shows, community outreach activities and employee/talent volunteerism. Campaigns are coordinated at the local, statewide, regional and/or national level depending on individual circumstances, and are often incorporated across all of our media assets.

How does the Ad Council augment Univision's community efforts?

The Ad Council effectively targets important community outreach efforts and succeeds in promoting positive social change through its public service advertising campaigns. Univision's own public education goals, on issues such as underage drinking, asthma, mentoring, father involvement and computer literacy, among others, are served through the Ad Council's topquality Spanish-language PSAs that supplement the work the company already does in the Hispanic community.

What issues do you think deserve national focus?

Key issues affecting the Hispanic community in the U.S. are similar to those that affect all groups: education, health, financial literacy, employment, voter education and public safety.

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

Ad Council Recruits Managing Director for the Northwestern Region

The Ad Council welcomes Sarah Kayson, the new Managing Director, Northwestern Region. Sarah, based in the city by the bay, San Francisco, CA, will engage PSA directors in eight states to increase the exposure of the Ad Council's PSA campaigns. She will help generate donated media by connecting with industry associations, advertising clubs, media buyers, non-profit partners, community leaders and government officials throughout the diverse region. Sarah comes to the Ad Council from the Office of National Drug Control Policy in Washington, DC, where she was Special Assistant to the National Youth Anti-Drug Media Campaign. Prior to that, she was the Director for Public Policy at the National Council on Alcoholism and Drug



Dependence.