

PSA Bulletin

July / August 2006



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Wireless AMBER Alerts Campaign Gets Results

Over 400% Increase in New Subscribers



Wireless AMBER Alerts campaign launch is the first of its kind to raise awareness of the program and engage wireless subscribers in finding missing children.

Statistics show that when a child is abducted, the first three hours are the most critical to recovery efforts. The AMBER (“America’s Missing: Broadcast Emergency Response”) Alert program was created in 1997 as an early warning system to find abducted children. Since then, AMBER Alerts have helped save more than 260 children. The Wireless AMBER Alerts™ initiative was launched last year as a way to extend the Alerts to the entire wireless industry, which includes nearly 200 million subscribers.

The Ad Council recently joined with the National Center for Missing & Exploited Children® (NCMEC), The Wireless Foundation and the U.S. Department of Justice, to launch a national PSA campaign aimed at raising awareness of Wireless AMBER Alerts. The PSAs urge all wireless subscribers to register for text message alerts and aid in the search for abducted children. The national, multimedia campaign debuted on National Missing Children’s Day (May 25).

Created pro bono by Merkley + Partners, the new ads are designed to educate the public about Wireless AMBER Alerts and, in turn, increase the number of people who can respond when a child is abducted. All wireless subscribers who are capable of receiving text messages and whose wireless carrier participates in the Wireless AMBER Alerts initiative may opt in to receive free AMBER Alerts by registering at www.wirelessamberalerts.org or their wireless carriers’ websites. Subscribers may designate up to five geographic areas for which they would like to receive the Alerts.

The campaign is already off to a great start! The successful launch included news features about the campaign in USA Today’s Life section and more than 200 radio and TV segments (including CNN Radio and NBC). Press coverage in the first week delivered the campaign messages to more than 12 million people, resulting in significant exposure and a 401% increase in new subscriptions via the campaign’s website during the first 48 hours!

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.



The new radio, newspaper, outdoor and Internet PSAs ask parents/guardians and all wireless subscribers to visit www.wirelessamberalerts.org to sign up for Wireless AMBER Alerts. The ads were distributed to media outlets nationwide in May. With your support, we can encourage all wireless subscribers to sign up and potentially help save the life of a child in their community.

2005 Record-Breaking Year in Donated Media

Ad Council campaigns received an estimated \$1.8 billion in donated advertising time and space during 2005. This support marks the eighth straight year that Ad Council campaigns received more than \$1 billion in donated time and space.

Radio remained the top supporter, donating an estimated \$1 billion in airtime last year, a 24% increase from 2004. Support from Spanish radio increased 327% as a result of many more Spanish radio PSAs produced for Ad Council campaigns and an increased amount of Spanish language formatted stations. Out of home support increased by 18%, donating an estimated \$114 million in advertising space last year. This was in part a result of an industry roadblock for the Buzzed Driving campaign, coordinated in partnership with the Outdoor Advertising Association of America (OAAA).

Broadcast and Cable TV remained the second largest supporter of Ad Council PSAs with donations valued at approximately \$338 million in airtime. In particular, the Ad Council appreciates the National Association of Broadcasters' highlighted support for the Childhood Obesity campaign and the TVB's "Buzzed Driving Is Drunk Driving" Project Roadblock.

Newspaper support increased by 21% with an estimated \$30 million in advertising space including upfront donated media commitments from 3 of the top 5 newspaper groups. Additional noteworthy increases include Interactive media by 8%.

The Ad Council would like to thank the media industry leaders like you who continue to support our critical messages. Together, we improve and even save the lives of Americans throughout the nation, one person and community at a time.

VST MEDIA Pumps Up Ad Council PSAs

VST Media's broadcast network serves up more than NBC news, weather, and sports to driving consumers at Southern California gas stations. Now the network will also include Ad Council PSAs.

"Giving something back to the community is an important part of the VST mission," explains Stephen Keller, Vice President Marketing & Strategic Planning (pictured right) for the Los Angeles-based VST Media, Inc. "That's why the Ad Council's :15 PSAs are perfect for our out of home broadcast locations.

"For the month of June, we chose the very engaging Fatherhood spot as our first PSA," notes Keller. "After Father's



VST Media's Stephen Keller selects "Dance" as the first PSA to air on his gas station

Day we'll move to the Drunk Driving Prevention and Booster Seat messages, which speak directly to our core audience, the driving public."

network.

Currently, VST Media has multiple screens installed at 17 Southern California gas stations, with plans to have them installed at 300 stations statewide by the end of 2006 and a national rollout in early 2007.

Featuring 17-inch daylight-viewable LCD screens and full-stereo sound, the VST Media Network is designed to engage and entertain motorists while they are fueling their vehicles. Activated when the customer picks up the gas nozzle, the TV screens provide a wide range of programming such as news, movie trailers, trivia, sports and PSAs. Current advertisers include State Farm and Tropicana, among others. Donated value for the Ad Council's :15 PSA for a four-week run at the 17 stations is \$6,800.

Ad Council: Coming Soon To A Neighborhood Near You!

As has been reported in previous editions of this newsletter, the Ad Council is working to provide local media outlets with the materials and guidance needed to get the most out of the generous support of our campaigns. Although our campaigns are national in scope, their true impact is felt locally in communities throughout the nation. As such, local market development has been a focus of the Ad Council's media outreach efforts during the past year, and great progress has been made. With regional managing directors strategically located in ten markets around the country, we are able to better understand local market needs.



Together these regional representatives cover the top 100 markets, or 86% of the total U.S. population. They focus on their five markets in the top 50 for 68% U.S. coverage and concentrate on their home market, the top 10 DMAs, representing 25% of the U.S. population. They are successfully getting, tracking and rewarding broader local support, and recovering and integrating more critical marketplace feedback than ever—on our campaigns, preferred spot lengths, page sizes, billboard layouts, etc.

In each of these markets, leadership committees are being developed to strengthen local relationships and to increase the impact of our campaigns on the local level. Mirroring our national board with top representatives from agencies, clients and media companies, the following market leadership committees have been established:

Chicago: Renetta McCann (Starcom), Bill Lamar (McDonald's), Emily Barr (WLS-TV)

Detroit: Tony Hopp (Campbell-Ewald), Andy Jung (Kellogg's), George Murphy (Daimler Chrysler) and Grace Gilchrist (WXYZ-TV)

San Francisco: Karen Francis (Hal Riney), Greg Coleman (Yahoo), Sheryl Sandberg (Google), Gary Elliott (H-P), Ron Longinotti (KPIXTV/ CBS) and Ed Krampf (Clear Channel Radio)

Next up are the formation of local market leadership committees in Los Angeles, Dallas and New York. These committees are in development, and will be reported on in later issues.



Launching Pad

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



Award-Winning Foster Care Adoption Campaign Launches New PSAs

In an effort to encourage the adoption of teens currently in the foster care system, the Ad Council in its continuing partnership with the U.S. Department of Health and Human Services Administration for Children and Families (ACF), the Adoption Exchange Association and the Collaboration to AdoptUsKids, has launched new PSAs developed to help prospective parents realize that teens don't need perfect families, but they do need permanent, loving homes.



Created pro bono by ad agency kirshenbaum bond & partners, the new television, radio, print and Internet PSAs take a look at some everyday situations that parents and teens encounter, reinforcing the notion that these are the moments that really count. All of the PSAs end with the tagline, "You don't have to be perfect to be a perfect parent. There are thousands of teens in foster care who would love to put up with you."



The new PSAs are an extension of the previously successful general market campaign, launched in 2004, which focused on the adoption of children ages 8 and older, and the Spanish-language campaign, launched in 2005, designed to encourage members of the Hispanic community to consider adoption of children from foster care. In the first 18 months following the launch of the advertising industry's Addy and Effie award-winning general market campaign, calls to the tollfree number increased by 236%. Additionally, more than 2,400 families have started the adoption process, and more than 8 million people have visited www.adoptuskids.org for information on adoption. Clearly, we are moving the needle on this critical issue!



The new PSAs direct audiences to visit www.adoptuskids.org or call 1-888-200-4005 for more information on adoption from foster care.

Father Knows Best

More than 79% of Americans feel that "the most significant family or social problem facing America is the physical absence of the father from the home." According to the National Fatherhood Initiative (NFI), research shows that the lack of a father in the home correlates closely with crime, educational and emotional problems, teenage pregnancy, and drug and alcohol abuse.

For the past 11 years, the Ad Council has worked with NFI and volunteer ad agency Campbell-Ewald to create PSAs to communicate to fathers that their presence is



essential to their children's well-being and to provide all fathers with the information they need to become better dads. In a continuing effort to show dads the critical role they play in their children's lives, the Ad Council and NFI launched new radio and print PSAs in time for Father's Day.

The new PSAs emphasize to fathers that "the smallest moments can have the biggest impact on a child's life." The PSAs conclude with the tagline, "Have you been a dad today?" and direct fathers to visit www.fatherhood.org or call 1-800-790-DADS to learn how to become better dads.

Since its initial launch in 1997, the Father Involvement campaign has received more than \$430 million in donated media across television, radio, out-of-home, Internet and print. Thank you for continuing to support this critically important issue.



Successful "Bloodsaves" Campaign Continues with Launch of New Superhero, "The Red Defender"

To build on the success of the "Bloodsaves" campaign and continue our efforts to foster a new generation of lifelong blood donors, the Ad Council, along with AABB, America's Blood Centers and the American Red Cross, launched a new series of PSAs in July to coincide with summer—a time when blood shortages are prevalent. The new ads, developed to further the reach and impact of the existing campaign, utilize a new creative approach featuring an animated superhero... "The Red Defender," created by ad agency Euro RSCG.

First launched in the fall of 2004, "Bloodsaves" is a national multimedia campaign designed to reach 17-24 year-olds. The new fun and engaging PSAs have a hip comic book feel and showcase The Red Defender's adventures and the challenges he faces as he tries to save the world from evil. These efforts are then contrasted with the notion that "saving the world isn't easy, but saving a life is." We were extremely fortunate to have animator JJ Sedelmeier and his production company lend their creative talents to this effort. JJ and his colleagues are well known for their work on (Saturday Night Live's) "TV Funhouse" and for their cutting-edge commercial animation.

Thanks to your generous support—\$50 million in donated advertising time and space to date—the "Bloodsaves" campaign has reached countless young adults nationwide; Bloodsaves.com, our comprehensive campaign website, has received more than one million unique visitors; and most importantly, Ad Council tracking results show that awareness levels have increased significantly, and that those who saw at least one of the ads were more likely to have donated blood.



5 million: Number of individuals in the United States who need a life-saving blood transfusion each year

38,000: Number of units of blood needed daily in this country

42 days: Shelf life of blood

60: Percentage of people in America eligible to donate blood

5: Percentage of people eligible in America who donate blood

Thanks to all of you for playing such a important role in furthering the reach of the "Bloodsaves" PSAs within your communities. Your support has certainly made a difference and, with your continued involvement, this year we will motivate even more young adults to save a life!

Former Presidents Urge Americans to Prepare for Emergencies



Former Presidents George H.W. Bush and Bill Clinton are starring in new PSAs designed to urge all Americans to take steps to better prepare themselves, their families and their businesses for emergencies. Filmed in New Orleans in May 2006, the new spots are a part of the U.S. Department of Homeland Security's Ready Campaign, which launched in 2003 to educate and empower Americans to prepare for and respond to emergencies. Ad agency Slack Barshinger created the PSAs, which began airing nationwide in May 2006.

In the new spots, the Presidents remind Americans that events like hurricanes can be devastating, but there are steps individuals and businesses can take to limit the effects of emergencies. The Presidents state that a little advance planning can help keep individuals, families and businesses safe. The PSAs encourage all viewers to visit www.ready.gov, the campaign's website, or call 1-800-BEREADY for resources that can help them be ready.

Since its launch, media outlets have donated more than \$532 million in advertising time and space for the Ready campaign. As a result, www.ready.gov has received more than 1.9 billion hits and 23 million unique visitors, 1-800-BE-READY has received over 258,000 calls and more than 5.5 million Ready materials have been requested or downloaded from the website.

Thank you for your generous support of this campaign. With your continued attention to these critical messages, you can help ensure that Americans take life-saving steps to prepare for emergencies.

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COMMUNITY

Adoption

HHS' Collaboration to AdoptUSKids



NEW MATERIALS

There are currently 518,000 children in the public child welfare system, and 118,000 of them are waiting for adoptive families. The U.S. Department of Health and Human Services Administration for Children and Families has partnered with The Adoption Exchange Association, The Collaboration to AdoptUsKids and the Ad Council to launch a new public service advertising campaign. The campaign aims to significantly increase awareness of the urgent need for parents to provide loving, permanent homes for these children and reminds them that, "You don't have to be perfect to be a perfect parent, there are thousands of teens in foster care who would love to put up with you."

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

VOLUNTEER AD AGENCIES: kirshenbaum bond + partners

AD COUNCIL CAMPAIGN MANAGER: Melissa Otero
AVAILABLE MATERIALS: TV, RADIO, PRINT, 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



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:
Maria Ellingson, Program Manager/Campaign Director;
(303) 333-4570
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 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

NEW MATERIALS



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



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 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.

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
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 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 of 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: Donna Feiner
AVAILABLE MATERIALS: TV, RADIO, PRINT
SPANISH: TV, PRINT

Mentoring

Big Brothers Big Sisters of 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 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:
Jammie O' Brien, Manager of Marketing Programs
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

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: Meredith Perkins
AVAILABLE MATERIALS: TV, RADIO, PRINT
SPANISH: TV, RADIO

Troop Support

U.S. Department of Defense



"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 is showing its appreciation, service members can respond 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 age 18-24 to register and vote in the 2006 mid-term elections. These PSAs humorously show what could happen when people don't vote in the mid-term elections and also help to educate youth on the importance of voting in these elections.

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

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EDUCATION

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 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

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

little ones. These PSAs direct parents to visit www.bornlearning.org or contact their local United Way for information and resources.

AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS, OUTDOOR
SPANISH: ALL MATERIALS AVAILABLE IN SPANISH

High School Dropout Prevention

United States Army



The mission of Boost is to create an identity and offer 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: Katie VanLangen
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS, OUTDOOR
SPANISH: TV, RADIO, WEB BANNERS

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 parent-targeted 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 to encourage girls to become interested in how things work.

FOR MORE INFORMATION, CONTACT SPONSOR:
420 Fifth Ave, New York, NY 10018; (800) 223-0624
WEBSITE: www.girlsgotech.org
VOLUNTEER AD AGENCY: The Kaplan Thaler Group
AD COUNCIL VP, CAMPAIGN DIRECTOR: Katie VanLangen
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS,
OUTDOOR

Parental Involvement in Schools

National PTA



In the United States, there are currently 50 million children enrolled in public school. However, only one in four parents is actively involved in their schools, and for working parents that drops to one in nine. Sponsored by the National PTA, this campaign creates a national call to parents to find out simple ways that they can become actively involved in their children's school. Children of involved parents generally have higher grades and test scores, better attendance, more motivation and better self-esteem. These PSAs communicate that when parents know more about their child's school, they know more about their child.

FOR MORE INFORMATION, CONTACT SPONSOR:
541 North Fairbanks Court, Suite 1300, Chicago, IL 60611-3396
(312) 670-6782; Terrie Linderman; tlinderman@pta.org
WEBSITE: www.pta.org
VOLUNTEER AD AGENCIES: JWT, Chicago;
Mosaica MD (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

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

students fulfill their dreams, rather than watch them pass by.

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

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



NEW MATERIALS

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.

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

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.

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, Dallas

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 Obesity Prevention

U.S. Department of Health & Human Services



The obesity epidemic is putting America's children at risk. We are witnessing record increases in diseases and illnesses among overweight and obese children. In addition to physical troubles, obesity carries with it emotional stress that has long-standing 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

National Crime Prevention Council



More than 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 encourage adults to visit 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.

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
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

FOR MORE INFORMATION, CONTACT SPONSOR:
American Heart Association
7272 Greenville Avenue, Dallas, TX 75231; (214) 706-1134;
Julie Grabarkewitz, Director of Advertising
WEBSITE: www.everydaychoices.org
VOLUNTEER AD AGENCY: Vigilante
AD COUNCIL CAMPAIGN DIRECTOR: Anthony Signorelli

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.

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
WEBSITES: www.endabuse.org, www.nomasabusos.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.impaireddriving.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 emergency preparedness plans. 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, OUTDOOR, WEB BANNERS

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

FOR MORE INFORMATION, CONTACT SPONSOR:

U.S. Department of Health & Human Services

Substance Abuse and Mental Health Services Administration

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

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

240-276-2130

WEBSITE: www.samhsa.gov

VOLUNTEER AD AGENCY: Grey Worldwide

AD COUNCIL VP, CAMPAIGN DIRECTOR: Deborah Leiter

AVAILABLE MATERIALS: TV, RADIO

SPANISH: TV, RADIO

Modeling Non-Violent Behavior

American Psychological Association

NAEYC MetLife Foundation



NEW MATERIALS

Habits of aggression and violence can be avoided if young children are provided with constructive role models, taught problem-solving skills

FOR MORE INFORMATION, CONTACT SPONSOR:

Public Communication Office, 750 First Street, NE,

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.

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



REVISED/RENEWED MATERIALS

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 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% of children in the U.S. are exposed to secondhand smoke regularly. Children with at least one smoking parent have a 25-40% increased risk of chronic respiratory symptoms, and 30,000 asthma cases annually can be attributed to secondhand smoke.

However, most Americans are unaware that the smoke trailing off the lit end of a cigarette is a toxic fog of gases, including ammonia, carbon monoxide and hydrogen cyanide. Nor do they know that these deadly gases can be especially harmful to kids and infants, whose lungs are still developing. Sponsored by the American Legacy Foundation, the campaign communicates the health and social effects of secondhand smoke and motivates parents who smoke to create smoke-free environments for their children.

FOR MORE INFORMATION, CONTACT SPONSOR:
Jeff Costantino, Senior Marketing Manager,
American Legacy Foundation; 2030 M Street, NW 6th Floor,
Washington, DC 20036; (202) 454-5749
WEBSITE: www.dontpassgas.org
VOLUNTEER AD AGENCY: Crispin Porter & Bogusky
AD COUNCIL SR. CAMPAIGN DIRECTOR: Michelle Hillman
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS

Stroke Awareness

American Stroke Association



NEW MATERIALS

Studies show that African Americans are nearly twice as likely to suffer a first-ever stroke as compared with white Americans. African American men and women are also the least knowledgeable about warning signs and risk factors, though a stroke disproportionately affects the population. The objective of this PSA campaign is to raise awareness among African Americans of the need to understand stroke symptoms and increase immediate stroke recognition and response (i.e., call 9-1-1) by highlighting the increased risk to the African

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

American population and the benefits of early treatment. The campaign urges the audience to join The POWER TO END STROKE by calling 1-888-4STROKE or visiting www.strokeassociation.org.

AFRICAN-AMERICAN TARGETED: RADIO

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 California;
Ruder-Finn Interactive
AD COUNCIL VP, CAMPAIGN DIRECTOR: Wendy Moniz
AVAILABLE MATERIALS: GENERAL: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS
SPANISH: TV, PRINT

Wireless AMBER Alerts

The Wireless Foundation
National Center for Missing & Exploited Children®
The U.S. Department of Justice



NEW MATERIALS

Statistics show that the first three hours after a child's abduction are most critical to recovery efforts. To date, AMBER Alerts have helped to safely recover more than 260 children. The Wireless AMBER Alerts™ initiative was launched as a way to extend the AMBER Alert program by reaching out to the nearly 70% of the American population that uses wireless devices. This campaign looks to educate the public about Wireless AMBER Alerts and, in turn, increase the number of people who can respond in the event of an abducted child. The campaign will motivate wireless users to sign up for free Wireless AMBER Alert text messages at www.wirelessamberalerts.org.

FOR MORE INFORMATION, CONTACT SPONSOR:
Roxanne Robbins, Manager, Public Affairs, (202) 736-2983
1400 16th Street, NW, Ste. 600, Washington, DC 20036
rrobbins@ctia.org
WEBSITE: www.wirelessamberalerts.org
VOLUNTEER AD AGENCY: Merkley + Partners
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: RADIO, NEWSPAPER, OUTDOOR, INTERACTIVE

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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.

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

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

RADIO (:60, :30)

PSABulletin

July / August 2006



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Making A Difference

An Interview with Jim Zerwekh, Vice President/General Manager, KWGN-TV Denver, Colorado

How did you get involved in public service advertising?

Commitment to our viewers and community has always been a major focus for our station. Public service spots are a large part of what we feel we should be doing.

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

Public service advertising gives us as a station the opportunity to provide airtime to non-profits that are trying to increase awareness about themselves and at the same time address issues that are pertinent to our community.

What issues do you think deserve national focus?

Quality education for all children, and then drug abuse among young people.

Are you involved in any unique public service projects?

We do a number of major community projects each year providing airtime and fundraising. A couple of examples of agencies we work with: Boys & Girls Clubs, Volunteers of America and Big Brothers Big Sisters. We do a great project with Girl Scouts and a program they have called "Girls In Crisis." This past year through WB2 Gives, a fund of the McCormick Tribune Foundation, we were able to raise and grant back \$3 million to our community.

Why do you support the Ad Council?

The Ad Council provides top-quality spots and the creative is excellent. They provide us with spots that address major issues, which we as a station also want to address. They make the spots easy to localize for our individual markets. Ad Council listens to the TV stations they provide spots to and they have good customer service.

What is your favorite Ad Council campaign?

I have two—High School Dropout Prevention and the Wildfire Prevention campaign.

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

As broadcasters we have a mandate to do public service broadcasting, but beyond that mandate it is the right thing to do. It is not only the right thing to do, it is good business. We need to take an active role in the communities that we serve.

