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## Industries Unite to Help Parents Monitor Kids' TV

### New Campaign Says to Parents... "Be the Boss"

In an effort to empower parents to take a more active role in their children's media viewing habits, the Ad Council has proudly joined with a broad coalition of entertainment and media industry organizations to launch a national PSA campaign. We are incredibly enthusiastic about this partnership, particularly since it marks the first time all TV media platforms are working together to amplify a single message.

The unprecedented coordinated campaign, spearheaded by Jack Valenti, former President of the Motion Picture Association of America, was unveiled at a Senate Commerce Committee briefing on July 27. Created pro bono by McCann Erickson New York, the campaign is designed to educate and inform parents about how they can monitor and supervise their children's TV consumption. The media company campaign partners have committed to donate an unprecedented \$300 million in time for the new PSAs during the next eighteen months.



*TheTVBoss.org provides tips for parents to monitor their children's TV viewing.*



*Jack Valenti unveils new PSAs before the Senate Commerce Committee on July 27.*

Ad Council research shows the majority of parents (70–80%) have serious concerns about age-inappropriate television content. However, according to a Kaiser Generation M study, 53% of 8–18 year-olds say their families have no rules about TV watching. In addition, of the remaining 46% who say their families do have rules, the vast majority (80%) say these rules are enforced only some of the time, a little of the time or never. Despite their general lack of awareness about blocking technologies, many parents are open to ideas that promise more control, and agree that these technologies can be an effective tool. The new TV spots humorously feature scenes in which parents take steps to protect their children from exposure to inappropriate behavior.

The campaign encourages parents to visit a new comprehensive website, [www.TheTVBoss.org](http://www.TheTVBoss.org), which provides information on how they can take a more active role in their children's media consumption. Developed by Ripple Effects Interactive, the website features tips on managing TV programming (including using the V-chip and cable/satellite blocking mechanisms), making program choices together, talking to children about what they're watching and checking program content and ratings. Campaign partners include the National Cable & Telecommunications Association (NCTA), the National Association of Broadcasters (NAB) and all of the TV broadcast networks (ABC, CBS, NBC, FOX).

### 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.

## Providing Relief during Hurricane Season

As we approach the first anniversary of Hurricane Katrina and experience this year's hurricane season, it is important to remind all Americans that the survivors continue to suffer from the losses they experienced last year. The Ad Council currently has four distinct campaigns that offer support for the victims, and motivation for Americans to take preparedness steps that can limit the devastating effects of future hurricanes.



If you're one of the many hurricane victims everywhere who hears these kinds of excuses, the storm isn't over. If you are looking for a place to call home, remember housing discrimination based on your race, color, sex, religion, national origin, familial status, or disability, is illegal. There is hope, because there is help.



1-800-688-8177 (TTY 1-800-927-9278) www.HUD.gov

### Mental Health Awareness

A poignant campaign encourages survivors who may have experienced psychological distress to consider seeking mental health services. Sponsored by the U.S. Department of Health & Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA), the TV and radio spots (available in English and Spanish) encourage survivors to take time to check in on how they and their families are doing and call a confidential toll-free number to speak to a trained professional who can assist with information and referrals to local services. New print and outdoor PSAs will be distributed in early September, along with a redistribution of last year's TV and radio spots.

### Housing Discrimination

Studies suggest that many hurricane evacuees may experience some form of discrimination during their search for new housing. A campaign developed in partnership with the U.S. Department of Housing & Urban Development and the New York State Division of Human Rights aims to increase both the recognition of fair housing rights and the reporting of housing discrimination. The TV, radio, newspaper and magazine ads illustrate the difficulties many hurricane survivors face in their search for new housing by communicating that "the storm isn't over." The ads conclude with the line, "There is hope, there is help" and direct audiences to call a toll-free number if they feel they may have been victims.

### Supporting Minority Education, UNCF

Tens of thousands of students attending historically black colleges and universities were displaced by the hurricane last year. In response, former Presidents Bush and Clinton joined the United Negro College Fund (UNCF) to launch the "Wave of Hope" campaign to create more scholarships for students who were impacted by the hurricane. The campaign will also provide funds for the seven historically black colleges along the Gulf Coast that were severely damaged (estimates range as high as \$300 million to restore the campuses completely).

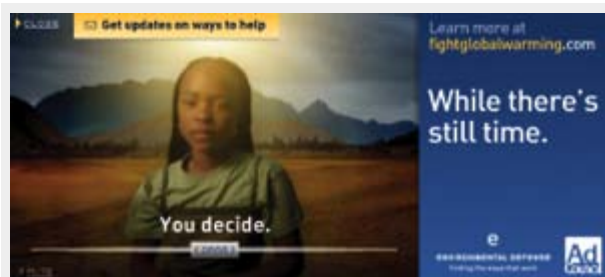
A new series of PSAs, featuring the former presidents, was distributed in August to encourage all Americans to contribute to UNCF to help rebuild campuses affected by Hurricane Katrina and create more scholarships so that deserving students can obtain a college education. The TV, radio, newspaper and Internet ads urge Americans to visit [www.uncf.org/waveofhope](http://www.uncf.org/waveofhope) to learn how to donate. UNCF is the sponsor of the Ad Council's memorable "A Mind is a Terrible Thing to Waste" campaign, which has helped more than 350,000 minority students graduate from college.

### Emergency Preparedness

Former Presidents Bush and Clinton are also starring in new PSAs designed to urge all Americans to take steps to better prepare themselves, their families and businesses for emergencies. Filmed in New Orleans, the spots are a part of the U.S. Department of Homeland Security's Ready campaign, which aims to educate and empower Americans to prepare for and respond to emergencies. The PSAs feature the presidents reminding Americans that events such as hurricanes can be devastating, but there are steps individuals and businesses can take to limit the effects of emergencies. The ads encourage all viewers to visit [www.ready.gov](http://www.ready.gov) or call 1-800-BE-READY for resources that can help them be ready.

Thank you for your generous support of all our Hurricane Relief and preparedness messages during the last year. With your continued attention to these critical messages, the Katrina survivors will continue to heal and receive the support they need, and we can help prevent further devastation from hurricanes.

## Rich Media Fights Global Warming



Yahoo! donates media space to combat global warming.

The Ad Council partnered with OgilvyOne SF and Yahoo! in April on a rich media campaign designed to extend the reach and impact of the GlobalWarming PSAs, and motivate Americans to participate in activities that will help reduce greenhouse gas pollution. The campaign ran for approximately two weeks leading up to Earth Day (April 22) and generated immediate, extraordinary results.

With the help of Pointroll as the technology partner, the rich media campaign maintained the look and feel of the traditional PSAs and engaged consumers by highlighting the urgency and change of the environment over time. The interactive rich media campaign encouraged visitors to sign up for a newsletter, which provides tips on what they can do to reduce global warming.

In this short time frame, the rich media ads ran on targeted areas in space generously donated by Yahoo! including Y! News, Education, Launch, Health, Entertainment, Chat and Groups. This exposure resulted in more than 46 million impressions and 114,000 clicks to the campaign website, [www.fightglobalwarming.org](http://www.fightglobalwarming.org). As a result, 58% of the campaign's site traffic was contributed through the rich media ads and 1,800 people signed up to receive the newsletter.

Created pro bono by Ogilvy & Mather, the Ad Council's Global Warming PSA campaign was developed in partnership with Environmental Defense. The compelling PSAs convey the urgency that global warming is happening but there are individual actions that all Americans can take to help slow its effects. The ads direct audiences to visit [www.fightglobalwarming.org](http://www.fightglobalwarming.org), which features interactive tools enabling people to calculate their personal contribution to the climate change problem, as well as a series of simple energy-saving tips such as replacing lightbulbs with energy efficient ones that will last for years.

## Award-Winning Campaigns

We are pleased to announce that two Ad Council campaigns received awards at the AAAA Jay Chiat Planning Awards in Miami this July. The Ad Council's Buzzed Driving campaign sponsored by the U.S. Department of Transportation/National Highway Traffic Safety Administration (NHTSA) and created by Mullen won a bronze. This campaign aims to communicate that if you're "buzzed," you're too impaired to drive safely. The goal is to inspire recognition of and a dialogue about the dangers of "buzzed" driving and, subsequently, motivate people to stop driving "buzzed."

Additionally, a bronze was awarded to our Reducing Gun Violence campaign, also created by Mullen, and sponsored by Project Safe Neighborhoods and the U.S. Department of Justice. This campaign aims to reduce violent crime in America by encouraging youth to think about the repercussions of gun crimes, not just for themselves but for the effect it has on their families as well.

The Jay Chiat Planning Awards are given out each year at the AAAA Account Planning Conference in recognition of those who have developed a strong insight and have seen it evolve through creative. Although we know that it's the results of our campaigns that matter most, this recognition confirms the Ad Council's commitment to providing the best



Reducing Gun Violence PSA produced pro bono by Mullen.

and most impactful PSAs for your audience.



New PSAs are currently available to you. To order these PSAs, visit [psacentral.adcouncil.org](http://psacentral.adcouncil.org) or call 1-800-933-PSAS.



## Beloved Characters Join the Ad Council in Increasing Ocean Awareness

Each year, countless marine animals including dolphins, whales, fish and turtles are seriously injured, or even killed, by careless human activity. The trash humans leave behind from cigarettes to food wrappers, litters not only the land but the ocean as well and creates marine debris that makes the ocean unsafe for its inhabitants. Sadly, studies show that ocean pollution is low on the list of humans' environmental concerns, which creates a problem for the ecosystem on which we depend.

To raise awareness and inspire positive action on this issue, the Ad Council has partnered with Disney, the National Marine Sanctuary Foundation (NMSF), the National Oceanic and Atmospheric Administration (NOAA) and Environmental Defense to produce a national PSA campaign to raise awareness about the effects of pollution on the ocean. The campaign, created pro-bono by Disney, features the characters from the Walt Disney classic *The Little Mermaid* and will be launched to coincide with the DVD release of the film in September.

The new campaign includes radio, television, outdoor and Internet advertising, aimed at children ages 2–12 and their families. The PSAs will inform Americans of the potential effects of their actions and how they can affect the health of the oceans in addition to the world that humans live in. The spots will also direct audiences to visit [www.keepeceansclean.org](http://www.keepeceansclean.org) for further information on preventing pollution before it creates irreversible consequences. Focusing on the idea that the oceans and the land are dependent upon each other, the campaign reminds Americans that there are simple steps everyone can and should take to help preserve our oceans.



## Engage Your Children Early

Children learn language skills even before they can talk. By the time children enter kindergarten, a gap has formed between children with early learning experiences and those without. Research shows that children with high-quality early learning in the first few years are more likely to finish school, become part of a productive workforce and contribute to society and the economy.

In response to that research, the Ad Council, in partnership with United Way, has launched a new round of work, in English and Spanish, to educate and inform parents and caregivers about the importance of quality early learning experiences. The new TV, radio and print PSAs as well as web banners help parents and other caregivers of children ages zero through six with easy and fun ways to engage children during everyday activities, such as shopping at the grocery store or walking down the street. The ads direct parents to visit [www.bornlearning.org](http://www.bornlearning.org), which provides information about how they can help their child succeed.



## Urging Young Adults to Pay Attention & Vote

"Bag of Leaves" and "Old Relish Packet" among Unlikely Midterm Candidates

During the 2002 midterm elections, fewer than one in five (19.4%) of 18-to-24-year-olds voted, according to the U.S. Census Bureau, compared to just over half of those ages 25 and older. While 50% of young adults believe voting is extremely (or very) important, less than one in five could name a candidate in an upcoming state or local election (as reported in a national survey conducted in June 2005 by Lightspeed Research on behalf of the Ad Council).



In partnership with the Federal Voting Assistance Program (FVAP), the Ad Council launched the Pay Attention & Vote campaign in July to increase young voter turnout during the upcoming November 7 midterm elections. Unlikely candidates such as "Tacky Ceramic Rooster," "Bag of Leaves," "Old Relish Packet" and "Spoiled Yappy Dog" are at the heart of the non-partisan campaign, which poses the question, "If you're not voting, then who are you electing?"



Created pro bono by WestWayne in Atlanta, the PSAs are available in TV, radio, newspaper, outdoor and interactive formats. Each of the ads features a mock candidate, often an inanimate object, and mimics real-life political advertising. The PSAs direct young adults to visit the campaign's website, [www.PayAttention.org](http://www.PayAttention.org), a new comprehensive resource on registering and voting, offering voter registration forms; information about absentee voting, statespecific requirements and deadlines; and other pertinent information. The website will also include blogs for each of the mock candidates, instant messenger environments, downloadable ring tones and other young-adult targeted interactive technology.

### The upcoming mid-term elections are very significant:

All 435 members of the U.S. House of Representatives; one-third of the U.S. Senate (33 seats); and numerous local, city and county public offices are up for election. In most states, voter registration closes on or near **Oct. 7**. Please support this campaign now so we can encourage all young adults to **Pay Attention and Vote!**

The new PSAs were distributed to media outlets in July. The Ad Council has worked with the FVAP on Vote campaigns since 1980, but this year marks the first time a campaign has focused on educating young adults about the importance of midterm elections.

## Give Teams a "Boost" to Stay in School



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](http://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](http://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.

# PSABulletin

September / October 2006



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## COMMUNITY

### Adoption

HHS' Collaboration to AdoptUSKids



NEW MATERIALS

With 118,000 children currently in the foster care system waiting for a family, this campaign aims to significantly increase the 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](http://www.adoptuskids.org) - English  
[www.adopte1.org](http://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



Adults can play a significant role in helping kids stay away from drugs—through volunteering, coaching or mentoring. The message of these PSAs is that everyone has something to offer when it comes to being a positive influence on kids in their communities. Audiences are encouraged to find ways that they can get involved in their community through an extensive database with nearly 700 local community organizations.

FOR MORE INFORMATION, CONTACT SPONSOR:  
Community Drug Prevention 1-877-KIDS-313  
WEBSITE: [www.helpyourcommunity.org](http://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



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. These PSAs humorously inform children and families of ways to defeat the energy hogs with easy energy-saving tips for the home.

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](http://www.energyhog.org)  
VOLUNTEER AD AGENCIES: Tracey Locke  
AD COUNCIL CAMPAIGN MANAGER: Carla Horrilleno  
AVAILABLE MATERIALS: PRINT, OUTDOOR, WEB BANNERS

## Environmental Giving

Earth Share



From the African desert to the Arctic wilderness, every aspect of our environment—air, water, land, wildlife and public health—is connected. The Earth Share campaign focuses on our responsibility to the natural environment and encourages Americans to get involved.

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](http://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

An estimated 24 million children live absent from their biological

FOR MORE INFORMATION, CONTACT SPONSOR:



fathers. The Father Involvement campaign is designed to inform society, especially fathers, about the unique and irreplaceable role that involved, responsible and committed fathers play in the lives of their children.

101 Lake Forest Boulevard, Suite 360, Gaithersburg, MD 20877;  
(301) 948-0599; Vince DiCaro, Public Affairs Manager  
WEBSITE: [www.fatherhood.org](http://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 one of the most serious environmental issues confronting us today. This campaign is designed to raise awareness and inspire Americans to take steps to help reduce greenhouse gas pollution, by going to [www.fightglobalwarming.com](http://www.fightglobalwarming.com) where they can learn simple steps that save energy, 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](http://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



More than two million instances of housing discrimination occur each year. This campaign aims to increase recognition and reporting of housing discrimination by making all individuals aware of its widespread but subtle forms.

FOR MORE INFORMATION CONTACT SPONSOR:  
FHAP Support Division, Room 5251, 451 7th Street S.W.  
Washington, D.C. 20410  
WEBSITE: [www.hud.gov](http://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 at risk of not reaching productive adulthood. There is an urgent need for adults to step forward to mentor children. The campaign encourages individuals to volunteer for Big Brothers Big Sisters and touch the life of a child in a simple, but life-changing way.

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](http://www.bigbrothersbigsisters.org)  
VOLUNTEER AD AGENCY: VogtGoldstein  
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban  
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS

## Oceans Awareness

National Marine Sanctuary Foundation, National Oceanic and Atmospheric Administration, Environmental Defense



NEW MATERIALS

Oceans are essential to life on Earth, but are now at risk by human activity. Oceans do not have an infinite capacity to absorb the waste we allow to flow into them.

When it comes to pollution, people generally don't realize that most ocean pollution originates on land, such as when plastic trash or motor oil is carelessly disposed of. The ads in this campaign are designed to raise awareness among Americans about the connection between our activities on land and the health of the oceans. Our objective is to inspire the audience to prevent pollution before it harms the oceans and the sea creatures that live there.

FOR MORE INFORMATION, CONTACT SPONSOR:  
National Marine Sanctuary Foundation  
8601 Georgia Avenue, Suite 501  
Silver Spring, MD 20910  
(301) 608-3040 Ext. 1  
WEBSITES: [www.keepeceansclean.org](http://www.keepeceansclean.org), [www.nmsfocean.org](http://www.nmsfocean.org),  
[www.environmentaldefense.org](http://www.environmentaldefense.org)  
VOLUNTEER AD AGENCY: Disney  
AD COUNCIL CAMPAIGN MANAGER: Carla Horrilleno  
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS, OUTDOOR

## Predatory Lending

National Fair Housing Alliance



Predatory lending is a set of unfair, unethical and often illegal lending practices designed specifically to deceive unsuspecting homeowners. The campaign aims to teach consumers how to recognize predatory lending before it occurs, and how to combat it.

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, WEB BANNERS  
SPANISH: TV

## Troop Support

U.S. Department of Defense



The campaign invites the public to log on to [www.AmericaSupportsYou.mil](http://www.AmericaSupportsYou.mil) to find ideas, both large and small, on how to show their support for the men and women of the military.

FOR MORE INFORMATION, CONTACT SPONSOR:  
U.S. Department of Defense, Francisco G. Hamm, Major, USAF,  
Director of Marketing, Pentagon Channel  
601 North Fairfax Street, Alexandria, VA 22314;  
(703) 428-0620  
WEBSITE: [www.AmericaSupportsYou.mil](http://www.AmericaSupportsYou.mil)  
VOLUNTEER AD AGENCY: DeVito/Verdi  
AD COUNCIL ASSISTANT CAMPAIGN MANAGER: Patrick Hare  
AVAILABLE MATERIALS: RADIO, MAGAZINE, NEWSPAPER, WEB BANNERS

## Youth Voter Participation

Federal Voting Assistance Program



NEW MATERIALS

This PSA campaign encourages 18–24 year-olds to vote in the critically important 2006 midterm elections. The goal of this campaign is simple. Pay attention, get involved, and most importantly, vote.

FOR MORE INFORMATION, CONTACT SPONSOR:  
1777 N. Kent Street, Suite 14003, Arlington, VA 22209;  
Terry Wade, [wadet@fvap.ncr.gov](mailto:wadet@fvap.ncr.gov); (703) 588-8131  
WEBSITES: [www.fvap.gov](http://www.fvap.gov), [www.PayAttention.org](http://www.PayAttention.org)  
VOLUNTEER AD AGENCY: WestWayne, Atlanta, GA  
AD COUNCIL SR. CAMPAIGN DIRECTOR: Michelle Hillman  
AVAILABLE MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

# PSA Bulletin

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## EDUCATION

### Arts Education

Americans for the Arts



The benefits of arts education are well-documented and far-reaching, but many children simply don't get enough. This PSA campaign was created to increase parental involvement in championing arts education both in and out of school.

FOR MORE INFORMATION, CONTACT SPONSOR:  
 1000 Vermont Avenue, NW, 12th Floor, Washington, DC 20005;  
 (202) 371-2830; Nina Ozlu  
 WEBSITE: [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org);  
[ww3.artsusa.org/get\\_involved/visibility/visibility\\_002.asp](http://ww3.artsusa.org/get_involved/visibility/visibility_002.asp)  
 VOLUNTEER AD AGENCY: GSD&M  
 AD COUNCIL CAMPAIGN DIRECTOR: Melissa Otero  
 AVAILABLE MATERIALS: 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. It gives them easy "learning on the go" tips 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 grocery shopping or going to the bank, into fun and engaging lessons for their little ones. These PSAs direct parents to visit [www.bornlearning.org](http://www.bornlearning.org) or contact their local United Way

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](http://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

for information and resources.

SPANISH: ALL MATERIALS AVAILABLE IN SPANISH

## High School Dropout Prevention

United States Army



NEW MATERIALS

Each day, more than 1,200 young men and women give up on their high school education, and, in many cases, on themselves. The campaign's aim is to encourage teens to stay in school and obtain a high school diploma.

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](http://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 is the largest library in the world, with nearly 128 million items on approximately 530 miles of bookshelves. Its 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 Lifelong Literacy campaign is to inspire fun and promote literacy in all types of learning, especially reading. From books to magazines to comics, reading gives kids the opportunity to explore their imaginations. The PSAs encourage youth to log onto [www.loc.gov](http://www.loc.gov) to discover, learn and explore.

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](http://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



By the sixth grade most girls lose interest in math, science and technology. The objective of the campaign is to encourage young girls to take advantage of the technological opportunities and to remain active and interested in math, science and technology.

FOR MORE INFORMATION, CONTACT SPONSOR:  
420 Fifth Ave, New York, NY 10018; (800) 223-0624  
WEBSITE: [www.girlsgotech.org](http://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



The more involved parents are, the better their child will do in school. The campaign's objective is to increase parental involvement in their children's school and for parents to join a local PTA.

FOR MORE INFORMATION, CONTACT SPONSOR:  
541 North Fairbanks Court, Suite 1300, Chicago, IL 60611-3396  
(312) 670-6782; Terrie Linderman; [tlinderman@pta.org](mailto:tlinderman@pta.org)  
WEBSITE: [www.pta.org](http://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



Due to their financial circumstances, many of America's deserving students do not have access to a college education. The UNCF and the Ad Council have been partnering for 33 years to help deserving students obtain a college education and realize their potential and dreams, because "a mind is a terrible thing to waste."

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@unconf.org](mailto:brenda.siler@unconf.org)  
WEBSITE: [www.unconf.org](http://www.unconf.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

September / October 2006



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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 nation's fastest-growing serious developmental disorder, with 1 in 166 children diagnosed each year. This campaign aims to raise awareness of and increase parental knowledge about Autism and to empower parents to take action if their child is not meeting certain developmental milestones.

FOR MORE INFORMATION, CONTACT SPONSOR:  
Autism Speaks, 2 Park Avenue, 11th floor, New York, NY 10016  
WEBSITE: [www.autismspeaks.org](http://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 five million Americans need a life-saving blood transfusion, and 38,000 units of blood are needed every day in this country. But young people donate at alarmingly low rates. This campaign aims to increase awareness of the need for blood donation among young adults, between the ages of 17–24, 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](mailto:jgarfinkel@aabb.org)  
WEBSITE: [www.bloodsaves.com](http://www.bloodsaves.com)  
VOLUNTEER AD AGENCY: Euro RSCG Worldwide—New York  
AD COUNCIL VP, CAMPAIGN DIRECTOR: Deborah Leiter  
AVAILABLE MATERIALS: OUTDOOR, TV, RADIO, WEB BANNERS



## Booster Seat Education

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



A staggering 80% of all children in the U.S. who should be restrained in a booster seat are not. The goal of this PSA campaign is to educate parents of children who have out grown their toddler seat 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) 366-6916;  
Moniqua Roberts, Communications Program Analyst  
**WEBSITE:** [www.boosterseat.gov](http://www.boosterseat.gov)  
**VOLUNTEER AD AGENCY:** The Richards Group, Dallas  
**AD COUNCIL CAMPAIGN MANAGER:** Meredith Perkins  
**AVAILABLE MATERIALS:** TV, RADIO, OUTDOOR, MAGAZINE,  
NEWSPAPER, WEB BANNERS  
**SPANISH:** TV, WEB BANNERS, RADIO

## Child Asthma

Environmental Protection Agency



The CDC estimates that children miss 14 million school days each year due to asthma. The campaign provides parents and caregivers with simple tips on how to eliminate specific asthma triggers in order to reduce symptoms and help prevent asthma attacks.

**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 ASSISTANT CAMPAIGN MANAGER:** Patrick Hare  
**AVAILABLE MATERIALS:** GENERAL AND SPANISH: TV, RADIO,  
PRINT, OUTDOOR, WEB BANNERS

## Childhood Obesity Prevention

U.S. Department of Health & Human Services



Today, approximately 9 million children over the age of 6 are considered overweight in this country. This campaign lets kids know that eating healthy can help them do the things they really love to do, and do them better . . . like run faster, throw farther or think more clearly. Audiences are encouraged to visit [www.smallstep.gov](http://www.smallstep.gov) where

**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](http://www.smallstep.gov)

children are challenged to test their knowledge about the foods they eat every day.

VOLUNTEER AD AGENCY: McCann Erickson New York  
AD COUNCIL CAMPAIGN MANAGER: Kristin Hajinlian  
AVAILABLE MATERIALS: TV, WEB BANNERS, RADIO  
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.

Efforts include general Crime and Bullying Prevention messaging. 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](http://www.mcgruff.org). The 25th Anniversary PSAs encourage adults to visit [www.ncpc.org](http://www.ncpc.org) to learn simple ways to aid in crime prevention.

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](mailto:mboykins@ncpc.org)  
WEBSITES: [www.ncpc.org](http://www.ncpc.org), [www.mcgruff.org](http://www.mcgruff.org),  
[www.teensvolunteer.org](http://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



African Americans suffer the highest mortality rates of the total population, yet many African American women are not motivated to change (and maintain) unhealthy long-lasting personal lifestyle habits that could prevent these diseases. The objective of the campaign is to motivate African American women to make healthy everyday choices to help reduce their risk of diseases like cancer, diabetes, heart disease and stroke.

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](http://www.everydaychoices.org)  
VOLUNTEER AD AGENCY: Vigilante  
AD COUNCIL CAMPAIGN DIRECTOR: Deborah Leiter  
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS, OUTDOOR  
SPANISH: TV, RADIO

## Domestic Violence Prevention

The Family Violence Prevention Fund



The objective of this campaign is to encourage men to teach the boys in their lives that all violence against women is wrong. 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](http://www.endabuse.org), [www.nomasabusos.org](http://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

Many people believe that their driving is not impaired if they only consume a few drinks. In 2004, nearly 13,000 people were killed in alcohol related crashes with a driver having a BAC of .08 or higher. The purpose of this campaign is to inspire dialogue and recognition of the dangers of "buzzed 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](http://www.stopimpaireddriving.org)  
**VOLUNTEER AD AGENCY:** Mullen  
**AD COUNCIL VP, CAMPAIGN DIRECTOR:** Wendy Moniz  
**AVAILABLE MATERIALS:** TV, RADIO  
**CONSUMER MAGAZINE, NEWSPAPER, WEB BANNERS**  
**SPANISH:** TV, RADIO, PRINT

## Emergency Preparedness

U.S. Department of Homeland Security



NEW MATERIALS

The Ready campaign educates Americans about preparing for and responding to emergencies, including natural disasters and potential terrorist attacks. Ready asks individuals to do three key things: get an emergency supply kit, make a family emergency plan, and be informed about different types of emergencies and their appropriate responses.

**FOR MORE INFORMATION, CONTACT SPONSOR:**  
Kristin Gossel, Office of Public Affairs; (202) 282-8010  
**WEBSITES:** [www.ready.gov](http://www.ready.gov), [www.listo.gov](http://www.listo.gov)  
**VOLUNTEER AD AGENCIES:** BBDO, New York; Elevacion Ltd.  
**AD COUNCIL CAMPAIGN DIRECTOR:** Christine Neal

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

There are over 20 million small businesses in the United States. The Ready Business campaign aims to raise the business community's awareness of the need for emergency planning and motivate businesses to take action. The campaign encourages business owners and managers to visit [www.ready.gov](http://www.ready.gov); plan to stay in business; talk to their employees; and protect their investment.

FOR MORE INFORMATION, CONTACT SPONSOR:  
Kristin Gossel, U.S. Department of Homeland Security,  
Office of Public Affairs; 202-282-8010

WEBSITES: [www.ready.gov](http://www.ready.gov)

VOLUNTEER AD AGENCY: Slack Barshinger & Partners, Inc.

AD COUNCIL CAMPAIGN DIRECTOR: Christine Neal

AVAILABLE MATERIALS: RADIO, PRINT, OUTDOOR, WEB BANNERS

## Hurricane Mental Health Awareness

U.S. Department of Health & Human Services

Substance Abuse and Mental Health Services Administration



NEW MATERIALS

In our recent past, natural disasters have had a devastating impact on the lives of thousands of Americans. This campaign is designed to encourage adults, parents and first responders who have been impacted by the hurricanes to consider seeking 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](mailto:mark.weber@samhsa.hhs.gov)

1 Choke Cherry Road, Room 8-1033, Rockville, MD 20857;  
240-276-2130

WEBSITE: [www.samhsa.gov](http://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

This campaign aims to raise awareness among parents and other caregivers that violence is preventable by planting the seeds of non-violent behavior and problem solving in young children. The campaign empowers parents and caregivers with specific skills, allowing them to be positive role models and teach non-violence through their interactions with children, as well as other adults.

FOR MORE INFORMATION, CONTACT SPONSOR:  
Public Communication Office, 750 First Street, NE,  
Washington, DC 20002; (202) 336-5700  
WEBSITE: [www.actagainstviolence.org](http://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



An unprecedented majority of American adults (64%) are overweight or obese due to sedentary lifestyles and unhealthy diet and exercise habits. The campaign aims to inspire behavioral change among overweight adult Americans through increased physical activity and healthier eating. Audiences are encouraged to visit [www.smallstep.gov](http://www.smallstep.gov) to "Take a Small Step to Get Healthy."

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](http://www.smallstep.gov)  
VOLUNTEER AD AGENCY: McCann Erickson New York  
AD COUNCIL CAMPAIGN MANAGER: Kristin Hajinlian  
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. This campaign is designed to raise awareness among teens and parents about the prevalence of online sexual exploitation in an effort to better protect against online sexual predators.

FOR MORE INFORMATION, CONTACT SPONSOR:  
699 Prince Street, Alexandria, VA 22314; (703) 274-3900  
Tina Schwartz, Director of Communications,  
[tschwartz@ncmec.org](mailto:tschwartz@ncmec.org)  
WEBSITE: [www.cybertipline.com](http://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



NEW MATERIALS

Project Safe Neighborhoods (PSN) is a nationwide commitment to reduce gang and gun crime in America by networking existing local programs that target gang and gun crime and providing those programs with the resources they need to be successful. This campaign engages potential youth offenders by portraying the consequences of gun violence not just for themselves, but for their families.

FOR MORE INFORMATION, CONTACT SPONSOR:  
950 Pennsylvania Ave., NW, 6th Floor, Washington, DC 20530;  
(202) 519-3270; Sam Marsh  
WEBSITE: [www.psn.gov](http://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



Children are often in environments with secondhand smoke by circumstance, not choice. Many children in the U.S. are exposed to secondhand smoke at home, and the effects of this exposure can be devastating. This campaign communicates the health consequences of secondhand smoke exposure and encourages parents 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](http://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

African Americans are twice as likely to suffer a stroke as white Americans. The campaign seeks to raise awareness among African Americans of the need to understand stroke symptoms and increase immediate stroke recognition and response.

The goal of this PSA campaign is to raise awareness of stroke symptoms and increase immediate stroke recognition and response

FOR MORE INFORMATION, CONTACT SPONSOR:  
Julie Grabarkewitz, Director of Advertising,  
7272 Greenville Avenue, Dallas, Texas 75231; (214) 706-1134  
WEBSITE: [www.StrokeAssociation.org](http://www.StrokeAssociation.org)  
VOLUNTEER AD AGENCY: BBDO Atlanta, Spike/DDB  
AD COUNCIL VP, CAMPAIGN DIRECTOR: Deborah Leiter

(i.e., call 9-1-1) by empowering potential victims and bystanders with the knowledge that a fast reaction to confusing symptoms is critical in potentially lessening the devastating effects caused by strokes.

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 Administration

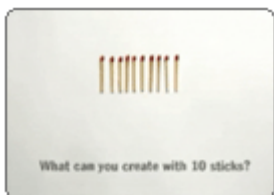


This campaign seeks to reduce and delay the onset of underage drinking by increasing the communication between parents and youth. The campaign encourages parents to speak early and often to their children about the dangers of underage drinking.

FOR MORE INFORMATION, CONTACT SPONSOR:  
Dr. Alvera Stern, [astern@samhsa.gov](mailto:astern@samhsa.gov)  
1 Choke Cherry Road, Room 8-1029, Rockville, MD 20857;  
(240) 276-2130  
WEBSITE: [www.stopalcoholabuse.gov](http://www.stopalcoholabuse.gov)  
VOLUNTEER AD AGENCY: The Kaplan Thaler Group  
AD COUNCIL CAMPAIGN MANAGER: Kristin Hajinlian  
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS

## Wildfire Prevention

USDA Forest Service, National Association of State Foresters



NEW MATERIALS

The principal cause of human-related wildfires are unattended campfires, trash burning on windy days, BBQ coals and operating equipment without spark arrestors. This campaign is designed to increase public awareness and prevention of wildfires by taking personal responsibility for practicing good fire safety habits.

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](http://www.smokeybear.com)  
VOLUNTEER AD AGENCIES: Draft FCB;  
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

The Wireless AMBER Alerts™ initiative will be a catalyst for the wireless industry's nearly 200 million wireless subscribers to aid in the search and recovery of an abducted child. The campaign will motivate wireless users to sign up for free Wireless AMBER Alert text messages with a goal of generating one million new sign-ups in 2006.

### 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](http://www.wirelessamberalerts.org)

VOLUNTEER AD AGENCY: Merkley + Partners

AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban

AVAILABLE MATERIALS: RADIO, NEWSPAPER, OUTDOOR,  
INTERACTIVE



# PSABulletin

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In addition to its own campaigns, the Ad Council also reviews campaigns created outside its auspices. PSAs for Endorsed Campaigns do not bear the Ad Council logo and are not distributed by the Ad Council. Please call or write to the contacts listed below to receive media materials for the campaigns. For more information, please visit [www.adcouncil.org/np](http://www.adcouncil.org/np).

## Energy Efficiency 'Super Powers'

Alliance to Save Energy



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 energysaving 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 efficiencyworldwide. Its campaign website—[www.ase.org/consumers](http://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](mailto:rweissman@ase.org)

AD AGENCY: The Creative Studio of Ogilvy Public Relations Worldwide

WEBSITE: [www.ase.org/superpowers](http://www.ase.org/superpowers)

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

RADIO (:60, :30)

## 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

### 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

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](http://www.hiv.drugabuse.gov) for more information.

Phone: (301) 594-6848 Email: [jlipkin@hiv.gov](mailto:jlipkin@hiv.gov)  
AD AGENCY: IQ Solutions, Inc.  
WEBSITE: [www.hiv.drugabuse.gov](http://www.hiv.drugabuse.gov)  
AVAILABLE MATERIALS: TV, PRINT, WEB BANNERS, OUTDOOR

## Nature Explore™ for Children's Programming

National Arbor Day Foundation



The Arbor Day Foundation's newest program, Nature Explore, is inspiring young children and families to have fun exploring the outdoors together. It opens up a new world of wonder that many of today's children are missing. The PSA's message and captivating animation invite children to have fun as they "come outside" to explore nature. The Nature Explore program is a collaborative project of the Arbor Day Foundation and Dimensions Educational Research Foundation. Dimensions' ongoing research shows that positive, age-appropriate experiences with nature provide children with profound and lasting benefits, both educationally and developmentally. When viewers go to [arborday.org](http://arborday.org), they can tour everything that Nature Explore provides. Children can download a free outdoor adventure activity for use with parents or grandparents. When you air this important PSA, you'll be inspiring the next generation of tree planters and environmental stewards.

FOR MORE INFORMATION, CONTACT:  
Jeff Bargar  
[jbargar@arborday.org](mailto:jbargar@arborday.org)  
Phone: (888) 448-7337  
AD AGENCY: Schwartz & Associates  
WEBSITE: [www.arborday.org](http://www.arborday.org)  
AVAILABLE MATERIALS: TV (:30, :20, :15, and :10)

## Habitat for Humanity's Cars for Homes™

[www.carsforhomes.org](http://www.carsforhomes.org)



Two billion people worldwide live in poverty housing, including 5.1 million American families who need a hand up, not a handout. Habitat for Humanity, an ecumenical Christian ministry dedicated to eliminating poverty housing, is providing that hand up, and you can help. Cars for Homes™ provides a new way to contribute to breaking the cycle of poverty and homelessness by donating cars, trucks, boats or other vehicles. Net proceeds generated from the sale of donated vehicles are used by local affiliates to build homes in partnership with low-income families. By the end of 2005, more than one million people worldwide will be living in 200,000 Habitat homes they helped build and are buying through no-profit, zero-interest mortgages. The PSA campaign generates awareness of the need for affordable housing, provides information about how Habitat affiliates work to transform local neighborhoods and encourages support through vehicle donations to Cars for Homes™.

FOR MORE INFORMATION, CONTACT:  
Brian Bennett, Marketing Manager, [bbennett@habitat.org](mailto:bbennett@habitat.org),  
Marcia Rundle, Director, [mrundle@habitat.org](mailto:mrundle@habitat.org)  
Phone: (541)749-2588, Fax: (541)749-2590  
AD AGENCY: Schwartz & Associates  
WEBSITES: [www.carsforhomes.org](http://www.carsforhomes.org), [www.habitat.org](http://www.habitat.org)  
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS, OUTDOOR DISPLAY, MAGAZINE, NEWSPAPER, MAILERS, BROCHURES

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Vision Council of America



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See Clearly.®**  
[www.checkyearly.com](http://www.checkyearly.com)

The Vision Council of America and AARP's television, radio and print PSAs aim to educate older Americans about the importance of regular vision care. The messages alert Americans to the high prevalence of age-related vision problems; it is estimated that one in three Americans over 40 has a sight-threatening condition, like glaucoma or cataracts. The Check Yearly. See Clearly. campaign emphasizes that only an eye doctor can spot these conditions, and may even detect the early signs of hypertension and diabetes. On the webpage, adults can learn more about vision care for the entire family.

**FOR MORE INFORMATION, CONTACT:**

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Vision Council of America, 1700 Diagonal Road,  
Suite 500, Alexandria, VA 22314;

Phone: 703-548-4560;

WEBSITE: [www.checkyearly.com](http://www.checkyearly.com)

AD AGENCY: August, Lang & Husak;

AVAILABLE MATERIALS: TV, RADIO, PRINT

# PSABulletin

September / October 2006

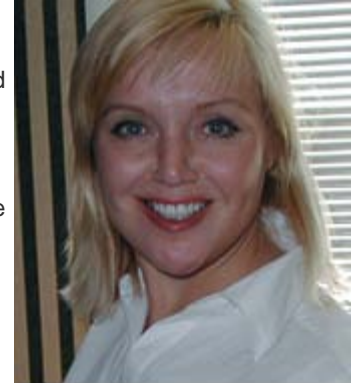


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## Ad Council Recruits Managing Director of NE Region

The Ad Council welcomes Heidi Trockman as its new Managing Director in the Northeastern Region. Heidi will be based in her native Boston area and will engage public service directors in eight markets to increase the exposure of the Ad Council's public service 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. Heidi comes to the Ad Council with twelve years of sales and marketing experience from the high-technology industry. Most recently, she was the Senior Marketing Manager for PCi Corp, a division of Wolters Kluwer, where she developed and executed go-to-market plans for their Financial Intelligence software products. Prior to that, she worked as Director of Marketing for North America for Ex Libris, the worldwide leader in library automation for higher education. Heidi holds her B.A. from Boston College where she majored in communications with a concentration in public relations.



*Heidi Trockman*

## Practicing what we preach... Volunteering



Thanks to the Ad Council staff, the residents of NYC's Upper West Side now have a beautifully restored park to rest and relax in. Over the summer, AC employees joined together to restore the Riverside Drive park for a Summer Volunteer Day. They spent the day seeding, raking leaves and preserving the landscape.

Despite the heat, the 2006 Summer Volunteer Day was a huge success.