

# PSA Bulletin

November / December 2006



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

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

## Generous Nation Campaign Launches on Behalf of Non-Profit Community

“Don’t Almost Give. Give.”

Following the devastation wrought by Hurricane Katrina, the country witnessed dramatic images of people in desperate need of help. The Ad Council was inspired by the generosity of the American people and wondered how it might help to sustain that level of giving and volunteering after the compelling images faded from the news.

The answer came in the form of a new campaign launched in September on behalf of the entire non-profit community. Entitled Generous Nation, the campaign is designed to inspire all Americans to get involved in philanthropy—not only in times of crisis, but more often during the course of their daily lives.

This unprecedented campaign features the call-to-action “Don’t Almost Give. Give.” and urges audiences to get involved in helping those in need by visiting a new comprehensive website, [www.DontAlmostGive.org](http://www.DontAlmostGive.org).

The campaign includes TV and Internet advertising, and radio and print PSAs will be available soon. The compelling and poignant television spots feature voiceovers by actors Stockard Channing and Roy Scheider. According to an Ad Council survey, 75% of those who viewed the ads reported that they would take at least one action, such as donating or volunteering as a result of viewing the PSAs.



New television spots poignantly show the result of “almost giving.”



*A series of new television spots for the Generous Nation campaign features individuals in need of help. The campaign aims to inspire all Americans to give in any way they can.*

Developed pro bono by Tribal DDB, the website, [www.DontAlmostGive.org](http://www.DontAlmostGive.org), (see page 5), helps individuals make donations, search for volunteering opportunities in their communities or get involved in charities that align with their interests. Visitors are linked to non-profit organizations representing a breadth of causes, including the United Way of America and Big Brothers Big Sisters of America. The website also enables visitors to search by zip code to find volunteer opportunities in their communities and/or donate to more than one million charities through partnerships with websites that aggregate ways to help others: Network for Good, VolunteerMatch and USA Freedom Corps.

We believe that, with your support, this important campaign will inspire countless Americans to help each other in both large and small ways and, in doing so, make the lives of our fellow citizens better.

## Red Defender Promotes Blood Donation During Advertising Week

### Past Issues

< select an issue >



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While 60% of the U.S. population is eligible to donate blood, only 5% of those who can, actually do. As an extension of the national Bloodsaves PSA campaign, sponsored by AABB, America's Blood Centers and the American Red Cross, the Ad Council engaged the entire New York City advertising community and the general public in a weeklong blood drive during Advertising Week. Blood drives were set up at ad agencies and consumers were encouraged to visit local donor centers throughout the week (September 25–29).



“The blood drive was just one example of how individuals throughout the country can get involved in philanthropy, and we believe it is a wonderful illustration of our industry’s ongoing contribution to society,” said Ron Berger, chairman of Advertising Week and CEO and COO, Euro RSCG Worldwide , NY and SF.



L. Levi (New York Blood Center), J. Garfinkel (AABB), S. Pavlovsky (America's Blood Centers) and M. Granato (America's Blood Centers) join Good Morning America's weatherman, Sam Champion, for a national segment to kick off the Advertising Week blood drive.

The Ad Council's Bloodsaves PSA campaign was created pro bono by Euro RSCG New York, along with the talents of JJ Sedelmaier. New PSAs for the campaign were launched this summer, featuring “Red Defender,” an animated superhero who seeks to inspire a new generation of blood donors.

To promote the blood drive, the Ad Council worked with Euro RSCG to create a massive media/marketing blitz throughout the city, which included a new landing page at the campaign's website, [www.bloodsavesnyc.com](http://www.bloodsavesnyc.com); local TV and radio PSAs; ads on phone kiosks, billboards, elevator screens and the Panasonic digital sign in Times Square; and a guerilla marketing program where street teams distributed flyers via Segways at high-profile locations, to encourage people to donate blood.

Thanks to all the media and public support of this extraordinary program, 630 pints of blood were donated in just one week,

saving a potential 1,890 lives!

## Have You Fed the Pig Lately?

More than two million Americans filed for bankruptcy in 2005. In fact, according to The U.S. Department of Commerce Analysis, Americans spend \$1.22 for every \$1.00 they earn. This, and many other reports, confirms that financial illiteracy is a national crisis. Especially staggering are the statistics regarding young Americans and their financial condition. Demos, a public policy research organization, reports that young Americans ages 25–34 now have the second highest rate of bankruptcy, just after those aged 35 to 44. In addition, the average young adult household carrying credit-card debt now spends nearly 24% of its income on debt payments. A new report commissioned by the American Institute of Certified Public Accountants (AICPA) finds that Americans aged 25–34 have seen their net worth decline more than 40 percent between 1985 and 2004, despite the fact that they have higher incomes. In response to these alarming statistics, the Ad Council partnered with the AICPA to launch a new PSA campaign designed to educate Americans between the ages of 25 and 34 about taking control of their finances and making saving a part of their lifestyle. The campaign introduces a new character, Benjamin Bankes, the traditional childhood piggy bank transformed into an attention-grabbing pig in a suit. Bankes was developed to inspire the target audience to reignite their savings habit by taking simple steps to manage their finances. For example, sticking to a monthly budget, cutting up a credit card and opening up a 401(k) are just a few of the suggested steps.



Created pro bono by Young & Rubicam, Chicago, the PSAs are available in TV, radio, print, Web and outdoor advertising, including billboards and bus kiosks. All the PSAs end with the tagline “Find the benefits of saving for every stage of life” and direct the audience to a new website, [www.FeedthePig.org](http://www.FeedthePig.org), where they can find free financial information and tools.

## Ad Council and Radio Disney Present "Feelin' Groovy"



The Ad Council joined Radio Disney and Simon Malls to develop "Feelin' Groovy," a fun and interactive event designed to bring health and wellness messages to children and families in 63 malls across the country. Five of the Ad Council's PSA campaigns were featured in skits performed by children in an effort to encourage families to consider adoption from foster care, help prevent childhood asthma attacks, promote lifelong literacy and the importance of being prepared for an emergency, and raise awareness about how to prevent wildfires. The 33-market tour took place throughout back-to-school season.



## Launching Pad

### New Study Finds that Half of Americans Have Not Taken Steps to Prepare for an Emergency

PSAs feature real families discussing their emergency plans

More than 90% of Americans believe it is important to be prepared for emergencies, according to a national survey conducted by the Ad Council in June. The survey also found that the percentage of Americans who have taken steps to prepare has increased from 45% to 55% in the last year. However, approximately half of all Americans still have not taken any steps to prepare for emergencies.

Despite the progress of the Ad Council and the U.S. Department of Homeland Security's (DHS) Ready campaign during the last three years, research shows that many Americans do not begin to prepare for an emergency until the threat is imminent. Additionally, many parents don't know what they can do to keep their family safe.

In a continuing effort to encourage all Americans to prepare themselves and their loved ones for emergencies, the Ad Council and DHS launched a new series of television, radio, print and outdoor PSAs in November. Created pro bono by BBDO NY, the new television

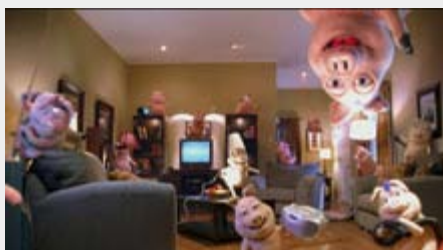


The Acevedo family in Los Angeles discusses their family emergency plan in a new TV spot for the Ready campaign.

spots feature documentary-style interviews with real families discussing their emergency plans. The PSAs reveal that families aren't often as prepared as they think they are. The PSAs ask viewers, "Is your plan any better?" and direct viewers to [www.ready.gov](http://www.ready.gov) where they can find information about preparing for emergencies.

Additionally, new television, radio and print PSAs are launching in December for Listo, the campaign's Spanish-language component. All of the new ads are also localizable by state and local governments, which who can use these spots to direct audiences to local emergency preparedness resources. The Ready campaign also includes two extensions, Ready Business, which focuses on business preparedness and Ready Kids, a tool to help parents and teachers educate children about emergencies and how they can help their families prepare.

## Engaging Kids in Energy Conservation



In this new TV PSA, a team of Hog Commandos invades a home that does not use energy efficiently.

Americans use more energy with every passing year. As a result, the nation's growing demand for energy is projected to rise 30 percent by 2026. Taking into account rising fuel costs, the Alliance to Save Energy projects that the average U.S. household will spend about \$2,000 on home energy bills in 2006, up from less than \$1,500 just a few years ago. Rising energy demand requires construction of additional power plants, leads to increased air pollution and continues a risky dependence on foreign energy supplies. However, simple energy efficiency measures can make a huge difference. Conservation and other energy-efficient behaviors can help families reduce home energy bills by 30 percent or more.

In response to rising energy demands and its implications on our environment and our wallets, the Ad Council, in partnership with the Alliance to Save Energy, has launched a new round of PSAs designed to educate Americans about the importance of energy efficiency. Created pro bono by ad agency Uproar!, the new television, radio and Internet PSAs feature the dastardly Energy Hog, and introduce his team of Hog Commandos—all puppeted creatures that appear in the homes of families that are not using energy efficiently. The PSAs primarily target children between the ages of 8 and 13 because when kids are enthusiastic about energy conservation, they can energize their families.

The campaign's website [www.energyhog.org](http://www.energyhog.org), directs audiences to where they can train to become Energy Hog Busters and learn about fun and simple ways to use energy more efficiently.

## Drunk Driving Peaks During the Holidays

"Buzzed Driving is Drunk Driving"

Within one week of the launch of the Buzzed Driving campaign last December, the critical message "Buzzed Driving Is Drunk Driving" reached more than 97% of the country, and one in five people who viewed the PSAs had taken action to prevent someone from driving "buzzed."

Drunk driving fatalities are among their highest during the holiday season. In a continuing effort to prevent drunk driving during the holidays, the Ad Council and the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) are joining with the Television Bureau of Advertising on a roadblock in which all local TV stations will be encouraged to support the campaign through New Year's.



A TV spot communicates the dangers of driving "buzzed."

After more than 20 years of the "Friends Don't Let Friends Drive Drunk" campaign, the Ad Council and NHTSA expanded the focus of the campaign to target "buzzed driving" last year. The "buzzed driver" drinks too much and drives, but doesn't consider himself a hazard on the roadway or a drunk driver. In addition to television spots, radio, print, outdoor and Internet PSAs are also available.

According to NHTSA, driving while impaired is one of the most frequently committed crimes in the U.S., killing one person every 40 minutes and affecting one in three Americans. Please continue your generous

support of this critical campaign, particularly during the holidays when countless tragedies can be prevented.

# PSABulletin

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

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

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

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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  
SPANISH: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

## Energy Efficiency

Alliance to Save Energy



NEW MATERIALS

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  
WEBSITE: [www.energyhog.org](http://www.energyhog.org)  
VOLUNTEER AD AGENCIES: TraceyLocke/UPROAR!  
AD COUNCIL CAMPAIGN MANAGER: Carla Horrilleno  
AVAILABLE MATERIALS: TV, RADIO, 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 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.

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](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

## Generous Nation

The Advertising Council

NEW MATERIALS



The Generous Nation campaign is designed to inspire Americans to translate their everyday compassion and good intentions into action by giving more often. The campaign builds on this goodwill and motivates Americans to give more of themselves in the course of their daily lives. The campaign's message is simple: don't almost give—give.

At the website, [www.DontAlmostGive.org](http://www.DontAlmostGive.org), individuals can find ways to make a donation, search for volunteering opportunities in their communities, or get involved in a charity that aligns with their interests. Ultimately, it is the Ad Council's intention to complement the efforts of the entire non-profit community by encouraging individuals to translate their compassion and generosity into concrete actions.

FOR MORE INFORMATION, CONTACT SPONSOR:  
The Advertising Council, 261 Madison Avenue, 11th Floor,  
New York NY 10016  
WEBSITES: [www.DontAlmostGive.org](http://www.DontAlmostGive.org); [www.adcouncil.org](http://www.adcouncil.org)  
VOLUNTEER ADVERTISING EXECUTIVES: Phil Dusenberry,  
Ted Sann, Charlie Miesmer  
AD COUNCIL CAMPAIGN DIRECTOR: Melissa Otero  
AVAILABLE MATERIALS: TV, WEB BANNERS

## Global Warming

Environmental Defense



AWARD WINNING CAMPAIGN  
NEW MATERIALS

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, PRINT,  
OUTDOOR

## 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



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; Lori Arguelles, President and CEO  
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, 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 CAMPAIGN DIRECTOR: Martha Holland  
AVAILABLE MATERIALS: RADIO, MAGAZINE, NEWSPAPER, WEB  
BANNERS

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November / December 2006



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

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

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

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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: PRINT, WEB BANNERS  
SPANISH: TV, PRINT

### Early Childhood Development

United Way



NEW MATERIALS

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

## Financial Literacy-General

American Institute of Certified Public Accountants



NEW MATERIALS

Remember the excitement you had as a child when you dropped coins into a piggy bank? We knew then something many of us have forgotten: small changes adds up. We want to encourage you, and millions of young working Americans, to begin saving again. It's time to bring the piggy bank back into your life.

The Ad Council and the American Institute of Certified Public Accountants (AICPA) have launched Feed the Pig™, the first national public service advertising campaign dedicated to changing and improving the financial behaviors of young working Americans, ages 25–34. America, it's time to Feed the Pig.

FOR MORE INFORMATION, CONTACT SPONSOR:  
Cheryl Reynolds, Communications Director, 1121 Avenue of the Americas, New York, NY 10036; (212) 596-6110  
WEBSITE: [www.feedthepig.org](http://www.feedthepig.org)  
VOLUNTEER AD AGENCY: Y&R Chicago  
AD COUNCIL CAMPAIGN MANAGER: Meredith Perkins  
AVAILABLE MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

## 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



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

## Media Management

Coalition of Media Companies



53% of 8–18 year olds say their families have no rules about TV watching. In an effort to empower parents to take a more active role in their children's media viewing habits, this campaign was created to educate parents on their choices for TV monitoring. Through blocking mechanisms and tips on how to manage children's viewing habits, all parents can easily take charge of what they want their children to watch on home TV-and eliminate what they don't find appropriate.

**FOR MORE INFORMATION, CONTACT:**  
The Advertising Council, 1203 19th St. NW, 4th Floor,  
Washington, DC 20036  
**SPONSORS:** ABC/The Walt Disney Company, CBS, DIRECTV,  
EchoStar Dish Network, Consumer Electronics Association,  
National Association of Broadcasters, NBC Universal, Fox  
Entertainment Group, Motion Picture Association of America,  
National Cable & Telecommunications Association  
**VOLUNTEER ADVERTISING AGENCY:** McCann Erickson New York  
**WEBSITE:** [www.TheTVBoss.org](http://www.TheTVBoss.org)

AD COUNCIL VP, CAMPAIGN DIRECTOR: Wendy Moniz  
AVAILABLE MATERIALS: TV, WEB BANNERS

## Parental Involvement in Schools

National PTA



NEW MATERIALS

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@uncf.org](mailto:brenda.siler@uncf.org)  
WEBSITE: [www.uncf.org](http://www.uncf.org)  
VOLUNTEER AD AGENCY: Y & R  
AD COUNCIL CAMPAIGN MANAGER: Katie VanLangen  
AVAILABLE MATERIALS: TV, RADIO, PRINT, OUTDOOR,  
WEB BANNERS

# PSA Bulletin

November / December 2006



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

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

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

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

## HEALTH AND SAFETY

### Autism Awareness

Autism Speaks



NEW MATERIALS

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,  
OUTDOOR  
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 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:**  
Moniqua Roberts, Communications Program Analyst  
400 7th Street, SW, Washington, DC 20590; (202) 366-6916;  
**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 CAMPAIGN DIRECTOR:** Martha Holland  
**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

**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



clearly. Audiences are encouraged to visit [www.smallstep.gov](http://www.smallstep.gov) where children are challenged to test their knowledge about the foods they eat every day.

WEBSITE: [www.smallstep.gov](http://www.smallstep.gov)  
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



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, PRINT

## 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.actagainstvviolence.org](http://www.actagainstvviolence.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



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



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



NEW MATERIALS

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 (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.

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  
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



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

November / December 2006



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

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

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

## Energy Efficiency 'Super Powers'

Alliance to Save Energy



Perhaps Super Heroes with Super Powers can come to the rescue as our nation battles high energy prices, galloping demand, tight supplies, increased pollution, and energy security threats. With the Alliance to Save Energy's humorous Super Powers TV and radio PSAs, you can help consumers lower their energy bills and the nation reduce its energy use and pollution.

Tall, blonde, buff, live-action Super Heroes use their misguided energy-saving Super Powers to cook a turkey with laser vision glasses and light up a room without electricity. Neighbor Bob demonstrates that average people have the real Super Powers to save money, energy, and the planet. Radio PSAs spotlight a Super Heroes training camp.

The 501(c)3 Alliance of business, government, environmental, and consumer leaders promotes energy efficiency worldwide. Its campaign 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 1850 M St NW Suite 600, 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), WEB BANNERS

## The Progeria Research Foundation



Megan Wants to be Like Every Other Little Girl. But Megan isn't like every other little girl because she has Progeria—a fatal, rapid aging

### FOR MORE INFORMATION, CONTACT:

Audrey Gordon, President & Executive Director,



disease that causes children to die by their early teens from heart disease or stroke. Scientists now know that further research in Progeria can help us learn more about adult heart disease that affects millions, and the aging process that affects us all.

The Progeria Research Foundation continues to be a resource and driving force in the field—from leading the way to the discovery of the Progeria gene in 2003, to funding the first-ever clinical trial to test a potential treatment for children with the disease in 2007.

The Progeria Research Foundation,  
agordon@progeriaresearch.org, (978) 535-2594  
Brooke Saltzer for The Progeria Research Foundation,  
bsaltzer@spectrums-science.com, (202) 955-6222, ext. 2520;  
AVAILABLE MATERIALS: TELEVISION, RADIO, PRINT

## An Interview with Rich D'Amato, Vice President at AOL Community Investment



What is AOL's corporate strategy as it pertains to public service advertising?

At AOL, we devote our resources to helping non-profit organizations expand their capacity and achieve their goals. In every community, non-profits harness citizens' goodwill to do everything from feeding hungry children to encouraging cultural activities. But virtually all find themselves in a constant struggle to produce the best possible results with minimal resources. One way we help these organizations thrive is to offer public service campaigns through AOL Media Networks, one of the fastest growing advertising networks in the world.

How does the Ad Council help augment AOL's community efforts?

AOL believes in empowering consumers to use the power of the Internet to learn, act on and build a long-term commitment to helping others. We believe that giving back is an essential part of a successful life. And we know that the Internet can play a powerful role in bringing communities together, encouraging giving, connecting people with the causes that matter to them, placing volunteers, and more. AOL has worked to create an online platform that brings people together to meet critical needs, find the causes that matter most to them and make a lasting commitment to staying involved in their own citizen philanthropy.

The Ad Council has a long history of effecting positive change. AOL is proud to support their mission of identifying public issues and stimulating action on those issues through communications programs that make a measurable difference in our society.

What issues do you think deserve national focus?

AOL's focus as a company is on three areas:

- Inspire volunteerism and citizen philanthropy.
- Raise the aspirations of our nation's youth and foster their technology skills.
- Leverage the power of the Internet to help non-profit organizations fulfill their missions.

An example of a highly successful Ad Council campaign on AOL in 2006 was the Red Defender campaign. This campaign promoted blood donation, a fast but critical way people can volunteer and save lives. AOL collaborated with Ad Council to showcase its innovative campaign with compelling richmedia executions within highly visible and relevant programming areas. Creative executions such as an in-banner video game and interacting synched ad units featuring the Red Defender truly leveraged the power of the online medium to drive awareness and action among young adults.

Is AOL involved in any unique public service projects?

Each day, in communities across the country, employees at AOL give their time to help others through both corporate-sponsored programs and their own initiatives. AOL employees embrace service programs that touch our local, national and international communities. This is an excerpt from the interview with Rich D'Amato, AOL Community Investment.

To read the complete interview, please visit <http://psacentral.adcouncil.org>.

## A Letter from "Autism Speaks" Founder, Suzanne Wright

Dear Friends:

I am writing to thank you for the overwhelming support you have shown for our ongoing autism awareness campaign. We feel so fortunate that so many of you have embraced this campaign.

My husband, Bob, and I founded Autism Speaks in February 2005, a year after our grandson was diagnosed with autism. At the time of his diagnosis, we could not believe how little was known about this devastating neurological disorder. Today, 1 in 166 children, and a truly shocking 1 in 104 boys, is diagnosed with an autism spectrum disorder, making it more common than pediatric cancer, diabetes and AIDS combined.



Until scientists discover the causes of autism, develop more effective treatments and—one day—find a cure, the best way to improve the lives of the children and families who struggle with this disorder is to educate parents and others about the appropriate developmental milestones children should be reaching. It is imperative that all parents learn the early signs of autism, so that children can be diagnosed and enrolled in early intervention. Right now, early intervention is the best weapon we have against autism.

We are so grateful to the Ad Council and BBDO for their incredible work on the autism awareness campaign. We are also indebted to you, the media, for your overwhelming support, which has allowed us to bring our message of hope to millions of families. Our hope is that your support of the campaign will continue to increase, helping thousands of families to make a critical difference in the lives of their children.

With admiration,  
Suzanne Wright