

# PSA Bulletin

January / February 2007



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## Mental Illness: Eliminating the Stigma

“What a Difference a Friend Makes”

Almost every family in the United States is affected by mental illnesses, such as depression, anxiety, bipolar disorder or schizophrenia. Last year, nearly 25 million people suffered from some type of serious mental health problem — about 11.3% of the entire population, and 18.6% of young adults ages 18 to 24, according to the National Survey on Drug Use and Health.



A new TV spot poignantly demonstrates the importance of friends' support in recovery from a mental illness.

While the prevalence of mental illness is far greater among young adults than among the general population, young adults show the lowest rate of help-seeking behaviors. Research shows that the stigma associated with mental illnesses is one of the main reasons that individuals do not seek support and services. Therefore, the opportunity for recovery from these illnesses would be much greater if there were greater societal acceptance.

The Ad Council has partnered with the Substance Abuse & Mental Health Services Administration (SAMHSA) on a new national campaign designed to raise awareness about mental illness, eliminate the stigma associated with these issues, and encourage young adults throughout the country to support their

friends who suffer from mental health problems.

Created pro bono by ad agency Grey Worldwide, the new PSA campaign aims to reach 18 to 25 year-olds with friends living with mental illnesses and highlights the importance of providing support.

Featuring a voiceover by Tony award-winning actor Liev Schreiber, the poignant and empowering TV and radio spots illustrate how friendship is the key to recovery. The campaign also includes print, outdoor, and interactive PSAs.

All of the new ads conclude with the tagline, “Mental Illness. What a Difference a Friend Makes,” and direct audiences to visit a new comprehensive website, [www.whatadifference.org](http://www.whatadifference.org), to learn more about mental health and what to do to play a role in a friend's recovery.

## Seinfeld's Jason Alexander Directs Secondhand Smoke PSAs

Ads say to parents, “Don't Pass Gas”

According to the American Legacy Foundation®, a national public health foundation devoted to keeping young people from smoking and helping all smokers quit, more than 13 million children ages 0 to 17 in the United States are exposed to the harmful effects of secondhand smoke in their homes. Earlier this year, the U.S. Surgeon General stated that no level of exposure to secondhand smoke is safe. Secondhand smoke puts Americans at risk for serious health consequences,

### Past Issues

< select an issue >



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including cancer, respiratory diseases, and for babies, sudden infant death syndrome (SIDS).

In an effort to extend the Surgeon General's message to parents and caregivers throughout the nation, The American Legacy Foundation and the Ad Council launched new PSAs as part of their continuing effort to educate Americans about the dangers of secondhand smoke. Utilizing the tagline, "Don't Pass Gas," the campaign seeks to capture the public's attention and communicate the dangers of secondhand smoke by using a humorous approach to draw attention to a serious issue.



New spots humorously communicate the dangers of secondhand smoke through various scenarios.

Emmy-nominated actor Jason Alexander of CFM International made his commercial directorial debut with the new television spots, which were created by ad agency Crispin Porter + Bogusky. The television PSAs feature people excusing themselves from rooms because they need to "pass gas." The audience soon learns that the "gas" being referenced is actually secondhand smoke. Secondhand smoke is a mixture of toxic gases and extremely small solid materials, thus the irreverent play on words transposing secondhand smoke with human gas. New radio spots are also available, as well as Web advertising.



All of the PSAs conclude with the tagline, "Don't Pass Gas. Take it Outside." and direct parents to visit [www.dontpassgas.org](http://www.dontpassgas.org) for information on the dangers of secondhand smoke and to find resources for families. Tips include keeping your homes and cars smoke-free and quitting smoking for the sake of your children's health and your own health.

## MSN Lends Its Support to Help Save Missing Kids



site's average daily sign-ups.

In an effort to encourage all wireless subscribers to sign up for Wireless AMBER Alerts and aid in the search for abducted children, MSN recently partnered with the Ad Council to develop a roadblock on MSNBC's homepage. Time and services to produce the rich media creative were generously donated by MSN Branded Entertainment. The resulting creative ran as the exclusive advertising on October 27 and garnered more than 20 million impressions, valued at \$200,000. Most importantly, the PSA dramatically increased signups for Wireless AMBER Alerts. In just one day, [www.wirelessamberalerts.org](http://www.wirelessamberalerts.org), received more than 11,000 sign-ups, representing an 800% increase over the

Statistics show that when a child is abducted, the first three hours are most critical to recovery efforts. Launched last year, the Wireless AMBER Alerts initiative extends AMBER Alerts, the early warning system that helps find abducted children, to wireless subscribers nationwide. The Ad Council partnered with the National Center for Missing & Exploited Children, the Wireless Foundation and the U.S. Department of Justice to launch the first ever Wireless AMBER Alerts PSA campaign in May. The ads urge all wireless subscribers to register for text message alerts and aid in the search for abducted children.

## Ad Council Honors *Prevention* and *Sports Illustrated* with Silver Bells

The Ad Council has presented its 2006 Silver Bell for magazines to *Prevention* and *Sports Illustrated*. The Bells were presented by Ad Council Board member Gary Elliot, VP, Global Brand & Marketing Communications, Hewlett Packard, at the AMC Conference in Arizona.

*Prevention* magazine was honored for its outstanding overall support of Ad Council initiatives. Last year this monthly publication donated 16 placements to Ad Council campaigns including Drunk Driving Prevention, Blood Donation and Parental Involvement in Schools.

*Sports Illustrated* received the Weekly Magazine Silver Bell for donating space to the Ad Council's critical messages on Foster Adoption and After-School Participation.

"The Ad Council has been called 'The Advertising Industry's Gift to America,' and I believe that is still true today," said Gary Elliot. "The magazine industry continues to make a positive difference in the lives of children and parents and in communities across America."

The Ad Council has been awarding its Silver Bell to media outlets across all media more than 20 years. Silver Bells are presented to recognize continued and outstanding support of the Ad Council's critical messages.



Gary M. Elliot, VP, Global Brand & Marketing Communications, Hewlett Packard, awards MaryAnn Bekkadahl, Rodale Vice President and Group Publisher, with the Ad Council Silver Bell for a monthly magazine in recognition of *Prevention's* outstanding support of Ad Council campaigns.

## Spotlight on San Francisco

This past December the Ad Council hosted a luncheon to thank and recognize the Bay Area media for their continued support of Ad Council PSAs. A new localized multimedia campaign sponsored by the U.S. Department of Homeland Security and the San Francisco Department of Emergency Management was unveiled by Kristin Gossel, Director of the Department of Homeland Security's Ready campaign. This local initiative features a website, [www.72hours.org](http://www.72hours.org), where Bay Area residents can obtain tips about preparing their families for emergencies.



(1) R. Avila, Community Affairs Director, Action 36/Cable 6 (Cox Broadcasting); P. Conlon / (2) L-R C. Echeverria, Community and Public Affairs Manager (KDTV Univision 14/KFSF Telefutera 66); L. Phillips, Executive Director, San Francisco Department of Emergency Management; K. Gossel, Director Ready Campaign; B. Burtch, American Red Cross, Bay Area; M. Medina, Vice President and General Manager (KDTV Univision 14/KFSF Telefutera 66).

## Featuring Two New Websites

All Ad Council campaigns include interactive websites designed to engage and educate their target audiences by providing specific information and resources to further extend the reach and success of the campaign. Here are two wonderful websites the Ad Council launched in the last few months. Check out these and all our campaign websites out on the web!



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

Financial Literacy  
Mindshare Interactive

Start the New Year off right. Make a resolution to feed the pig! Wait! Don't go out and buy livestock! We mean feed the pig as in piggy bank, in other words, your savings. The site for our Financial Literacy campaign can help. It's at [www.feedthepig.org](http://www.feedthepig.org). You'll find quick savings tips and a calculator that will show you how bad those credit cards can be! Find out how small changes can add up with the lunch savings calculator, sign up for mobile savings reminders or the weekly savings tip email!



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

Mental Health National Anti-Stigma Campaign  
Ripple Effects Interactive

Find out facts, figures and myths about life with and recovery from mental illness by visiting [www.whatadifference.org](http://www.whatadifference.org). The site, developed by Ripple Effects Interactive, contains an exciting interactive video feature, which provides an example of one way friends can make a difference in the life of someone who is living with a mental illness. Choose the actions that you would take, and find out if you did well or could have made a more supportive choice.



## Disney's CARS Promotes Buckling Up

Every Trip. Every Time.

The seat belt is the single most effective protection against death and injury in a car crash, according to the National Highway Traffic Safety Administration. Research has shown that lap/shoulder safety belts, when used correctly, reduce the risk of fatal injury to frontseat passenger car occupants by 45%. In 2005, 31,415 occupants of passenger vehicles were killed in motor vehicle traffic crashes. Of the 29,186 passenger vehicle occupant fatalities for which restraint use was known, 16,172 (55%) were unrestrained.



In its continuing effort to encourage all Americans to buckle up, the Ad Council, in partnership with NHTSA and Buena Vista Worldwide Home Entertainment, launched a series of new television spots, available in English and Spanish, as well as web banners designed to encourage all Americans to wear seat belts. The new ads aim to educate all drivers and passengers, including children, about the importance of buckling up at all times. The campaign also seeks to educate part-time seat belt users that there is never a safe time to be unbuckled.

The PSAs prominently feature characters from Disney/Pixar's CARS to help deliver the critical message of wearing seat belts in a family friendly way. The PSAs feature the tagline "Every trip. Every time." and direct

audiences to visit [www.nhtsa.gov](http://www.nhtsa.gov) for more information.

## Generous Nation Campaign Inspires Giving

Launched in September, the Generous Nation campaign aims to inspire all Americans to give. In just four months, the campaign is already motivating Americans to donate their time to those in need. Below are a few poignant stories. To read more, please visit [www.DontAlmostGive.org](http://www.DontAlmostGive.org).

Joanne's story:

I don't have a question, just a comment on the ad for "Don't Almost Give." It is VERY inspiring and I love it. With that in mind, I made a call to my 81-year-old aunt who lives a great distance from me. I have visited her in the past years, but never made a call just to see how she is. That ad has inspired me to do other "little" things like that. It is a great idea and keep it up. Thank you so much.

December 12, 2006

Raphael's story:

My grandfather has been bedridden in a nursing home for the last four years. When he originally got there, my brother and I found that there was little to do when the aids asked us to leave the room. So we began to bring books and magazines to the home. Some were to entertain us, but others were to keep my grandfather interested in the world outside his room. We came to the realization that many nursing homes had a shortage of books, so we started delivering books to local non-profit nursing homes. After a while, our program grew and we included nursing homes, schools, shelters and members of the military. It's afforded me the opportunity to meet many new people and to show my community that a student can make a significant impact on the world around him.

October 4, 2006

Hannah's story:

One day, I had to give up some of my stuff to make room, and I walked up to an old homeless man and said, "Hey man, you look like you could use a blanket. I'll give it to ya for a small price" and he said "Yeah! I would like that very much" and I said "All you have to do is keep your chin up" and he told me he would. Not to mention, we were both almost in tears. He was happy to receive a blanket, and I was happy to make him happy.

October 21, 2006

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## COMMUNITY

### Adoption

HHS' Collaboration to AdoptUSKids



NEW MATERIALS

With 114,000 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

## 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



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

## 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

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



and the sea creatures that live there.

## 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: WEB BANNERS

## 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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## 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



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 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)

## New York City Teacher Recruitment

New York City Department of Education, Appleseed



New York City has the largest public school system in the nation, with more than one million students. Success for these children starts with a solid education and outstanding teachers. This campaign strives to help New York City attract a large pool of highly qualified teachers from among college education majors to career changers and teachers considering relocation. The campaign tagline, "Join New York's Brightest—Teach NYC," pays homage to New York City's unsung heroes—its existing public school teachers. The audience is encouraged to visit [www.teachnyc.net](http://www.teachnyc.net) for more information on the New York City Department of Education and the steps involved in becoming a public school teacher.

### FOR MORE INFORMATION, CONTACT:

New York City Department of Education, 65 Court Street,  
Room 304, Brooklyn, NY, 11201; (718) 935-4080 or 4193;  
Peter Ianniello, Executive Deputy Director,  
[Plannie@schools.nyc.gov](mailto:Plannie@schools.nyc.gov)

WEBSITE: [www.teachnyc.net](http://www.teachnyc.net)

VOLUNTEER AD AGENCY: Della Femina Rothschild Jeary and Partners

AD COUNCIL SVP, CAMPAIGN OUTREACH: Donna Feiner

AVAILABLE MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

## 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; Michael Roberts; [mroberts@pta.org](mailto:mroberts@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

January / February 2007



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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,  
OUTDOOR  
SPANISH: TV

### Blood Donation

AABB, America's Blood Centers, American Red Cross



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 clearly.

**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



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 25 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 rate 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 such as 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



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, OUTDOOR, PRINT  
SPANISH: TV, RADIO, PRINT

## Mental Health National Anti-Stigma

Mental Health National Anti-Stigma Campaign U.S.

Department of Health & Human Services Substance

Abuse and Mental Health Services Administration



The opportunity for recovery is more likely in a society of acceptance, and this campaign looks to men and women 18–25 years old to serve as the mental health vanguard, motivating a societal change toward social acceptance and decreasing the negative attitudes that surround mental illness. The PSA campaign is designed to encourage this group to step up and support their friends who are living with a mental illness by demonstrating the roles they can play in their friend's recovery.

**FOR MORE INFORMATION, CONTACT SPONSOR:**  
U.S. Department of Health & Human Services; Substance Abuse and Mental Health Services Administration; Chris Marshall; [cmarshal@samhsa.gov](mailto:cmarshal@samhsa.gov); 1 Choke Cherry Road, Rm. 6-1071, Rockville, MD 20857; Phone: (240) 276-1947  
**WEBSITE:** [www.whatadifference.org](http://www.whatadifference.org)  
**VOLUNTEER AD AGENCY:** Grey Worldwide  
**AD COUNCIL VP, CAMPAIGN DIRECTOR:** Deborah Leiter  
**AVAILABLE**  
**MATERIALS:** TV, RADIO, WEB BANNERS

## 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., Room 22, NW, Washington, DC 20530;  
(202) 514-2121; Natalie Voris  
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, WEB  
BANNERS  
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: TV, RADIO, OUTDOOR, PRINT,  
WEB BANNERS

## Underage Drinking Prevention

U.S. Department of Health & Human Services Substance Abuse and Mental Health Services Administration



NEW MATERIALS

This campaign seeks to reduce and delay the onset of underage drinking by increasing 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,  
OUTDOOR

## 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 is a catalyst for the wireless industry's more than 200 million wireless subscribers to aid in the search and recovery of an abducted child. The campaign motivates 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,  
1400 16th Street, NW, Ste. 600, Washington, DC 20036;  
(202) 736-2983; 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).

## American Academy of Dermatology



Each year, 2.3 million teens visit tanning salons. Many people, especially teens, aren't aware of the risks associated with indoor tanning. Exposure to Ultraviolet (UV) light, whether from the sun or indoor tanning lamps, is a known risk factor for melanoma, the deadliest form of skin cancer. More than one million new cases of skin cancer are diagnosed each year in the United States and melanoma is the second most common cancer among women ages 20 to 29.

Show your viewers the importance of knowing the facts about indoor tanning. This innovative television ad, available in :60 and :30 lengths, speaks to teens in the language of instant messaging and includes a voice over in plain English to ensure that all viewers receive the message that indoor tanning is dangerous. For more information, contact the American Academy of Dermatology at 1-888-462-DERM or [www.aad.org/skincancerpsas](http://www.aad.org/skincancerpsas).

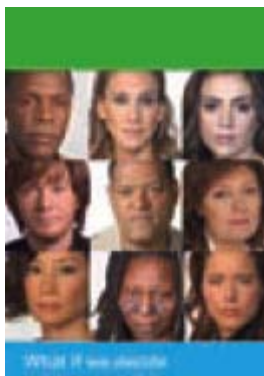
AD AGENCY: Houlihan Madison Most  
WEBSITE: [www.aad.org](http://www.aad.org)

AVAILABLE MATERIALS:  
TV, RADIO, PRINT, INTERNET BANNER ADS

FOR MORE INFORMATION:  
American Academy of Dermatology  
Lisa Doty, [ldoty@aad.org](mailto:ldoty@aad.org)  
Aisha Hasan, [ahasan@aad.org](mailto:ahasan@aad.org)  
930 E. Woodfield Road  
Schaumburg, IL 60173;  
Phone: (847) 330-0230  
Fax (847) 330-8907

## US Fund for UNICEF





Every child has a right to a childhood. Every child has a right to survive. That is why UNICEF is joined by Lawrence Fishburn, Sarah Jessica Parker, Lucy Liu, Danny Glover, Whoopi Goldberg, Susan Sarandon, Téa Leoni, Ralph Fiennes, and Clay Aiken in our mission to speak out and save millions of young lives around the world.

UNICEF's provides lifesaving medicine, clean water, nutrition, education and emergency relief in 155 countries. This Child Survival PSA Campaign aims to educate audiences about the unacceptable fact that 29,000 children die each day from preventable causes, and show them that ending this tragedy can be done. As the celebrities powerfully articulate, we can and must create a better future for children. The PSA directs viewers to visit [www.unicefusa.org](http://www.unicefusa.org) or call 1.800.4UNICEF.

WEBSITE: [www.unicefusa.org](http://www.unicefusa.org)

AVAILABLE MATERIALS:  
TV

FOR MORE INFORMATION:  
Mia Drake Brandt  
Director of Communications  
The United States Fund for UNICEF  
333 East 38th Street, 6th Floor  
New York, NY 10016  
Phone: (212) 922-2624  
Fax: (212) 779-1679

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## YAHOO!

### An Interview with Erin Carlson, Senior Manager at Yahoo! for Good

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

Yahoo! is committed to making a difference in the world by connecting people to causes, whether it's through public service advertising or our products. We do this primarily through leveraging our biggest asset, our community of 500 million users.

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

Our partnership with the Ad Council provides a way for us to raise awareness among our users of some of the most prominent issues today. The internet media creates a unique opportunity for people to immediately learn more and take action on those issues. We are proud to run the high quality online media developed by the Ad Council because it provides the opportunity for awareness to meet with action.

What issues do you think deserve national focus?

Two main issues that are especially relevant at this time are keeping kids safe online and combating climate change. The media we run with the Ad Council to support the National Center for Missing and Exploited Children is an excellent complement to other efforts Yahoo! takes such as launching the new Yahoo! Safely site teaching parents and children how to stay safe online. Regarding climate change, during the month of Earth Day, we were pleased to run rich media supporting the Ad Council's Fight Global Warming campaign with Environmental Defense. These PSAs augmented our Earth Day site that focuses on how to decrease climate change ([earth.yahoo.com](http://earth.yahoo.com)) and our underlying commitment at Yahoo! to be environmentally responsible.

Is Yahoo!'s involved in any unique public service projects?

Yahoo! is always striving to be innovative in the ways we contribute to the community. For example, we saw the trend that most people make donations the last week of the year. So last year we launched Cyber Giving Week to make it easy for people to donate to their favorite causes during that time. This year we've made it even more unique by providing a way for you to fundraise for your favorite charity by placing your own personalized charity badge on your blog, website, or email signature. Check it out here <http://promotions.yahoo.com/giving>.

We also seek to be unique in our PSA programs. For instance, the global warming campaign for the Ad Council was especially intriguing to us because it utilized rich media, essentially running a minimovie in the banners to attract even more attention from people. We also strive to make the media as relevant as possible, so for Black History Month, we promoted the Ad Council's United Negro College Fund campaign on the front page of yahoo.com.

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