

# PSA Bulletin

March / April 2007



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## Preventing Reckless Driving Among Youth

Car Crashes Are the #1 Killer of Teens in the U.S.

Reckless driving among youth is a serious and deadly problem in the U.S. More than 300,000 teens are injured in car crashes each year; nearly 8,000 are involved in fatal crashes and more than 3,500 are killed. According to the National Highway Traffic Safety Administration, teen drivers are involved in more than five times as many fatal crashes as adults, and more than half of all teen driving deaths occur when another teen is driving. Young drivers are far more likely to speed, run red lights, make illegal turns and drive while they are distracted (playing games, text messaging, listening to MP3s).



A new television spot comically shows young adults that there is no spokesperson to prevent reckless driving... there's only you.

In response to these alarming statistics, the Ad Council has joined with the state Offices of Attorneys General and consumer protection agencies to launch a national Youth Reckless Driving Prevention campaign titled UR The Spokesperson. The campaign is designed to empower teens and young adults (ages 15–21) to be the “spokesperson” against reckless driving and to speak up when they’re in a car with friends and don’t feel safe.

The goal is to educate teens on how to be safe drivers by focusing on safe speeds, avoiding distractions, wearing seat belts and understanding the nuances associated with driving SUVs. Campaign partners helping to extend the reach of this critical message include Students Against Destructive Decisions (SADD) and the AAA Foundation.

As with the Ad Council’s memorable “Friends Don’t Let Friends Drive Drunk” PSAs, the new campaign uses a peer-to-peer approach, targeting the “intervener” rather than the “reckless driver.” Research conducted for this campaign revealed that although teens often feel they are invincible, they do not want to harm their friends or be labeled a “bad driver.” In fact, according to research conducted by the Ad Council in January 2007, 80% of teens said that if a friend told them that their driving behavior made the friend feel uncomfortable, they would be likely to listen.

The campaign includes a series of new PSAs (TV, radio, Internet), and a new youth-targeted website ([www.URTheSpokesperson.com](http://www.URTheSpokesperson.com)). Created pro bono by North Castle, a Stamford-based ad agency that specializes in reaching teens, the spots feature a smarmy, over-the-top spokesperson who suddenly appears in a car that is being driven recklessly. The passengers are left with the message, “There is no spokesperson against reckless driving. There’s only you. Speak up.”

Please help further the reach of this critical, life-saving campaign to prevent reckless driving by running these PSAs often. The Ad Council has been working to change the social norm on critical issues for more than 65 years. Your continuous and extraordinary support of the drunk driving prevention effort has helped reduce drunk driving fatalities by 60% during the last twenty years. We know that this campaign has the potential to save countless lives by changing another social norm and inspiring teens to “Speak Up” and drive safely.

## New Campaign Urges Students to “Know-How-2-Go” to College

### Past Issues

< select an issue >



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According to research published in Post-secondary Education Opportunity (2005), while 75 percent of students from high-income families complete college by age 24, only 9 percent of students from low-income families do. Research shows that this gap does not reflect a lack of ambition. Nine out of every 10 low-income teenagers believe that they will earn a college degree. However, low-income and first-generation students often do not have clear information on what actions to take to prepare, and therefore, aren't taking the necessary steps to go to college.



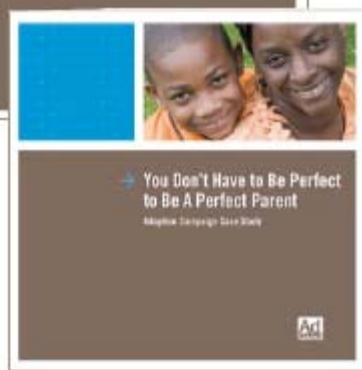
New ads poignantly capture the optimism and dreams of students while highlighting their lack of knowledge about the best path to take to get to college.

In an effort to raise awareness about the steps needed to prepare for college and to motivate low-income, first-generation students to turn their dreams of going to college into a reality, the Ad Council, in partnership with Lumina

Foundation for Education, and the American Council on Education recently launched "KnowHow2Go." The new PSA campaign is part of a unified national effort to combine education, community-based and government partnerships, and is designed to reach low-income students in grades 8 to 10 and, secondarily, their parents and adult influencers. Created pro bono by Publicis in New York, the TV, radio, outdoor and print ads direct audiences to visit an interactive website ([www.KnowHow2GO.org](http://www.KnowHow2GO.org)) that delivers guidance to students, parents/adults and organizations. The ads can be customized to direct students to local resources. Through a partnership with the U.S. Department of Education, students and parents can also call a toll-free number (800-433-3243) to request a new brochure containing tips on preparing for college.

KnowHow2Go focuses on four messages that speak directly to young people to help them understand the steps necessary to go to college: "Be a Pain," "Push Yourself," "Find the Right Fit" and "Put Your Hands on Some Cash." In a television spot dubbed "Paper Airplane," students launch loose-leaf gliders from school buses, rooftops and schoolhouse windows. Adults on the ground open the planes to find a message from the students: "Can You Help Me Go to College?" The ad's voiceover reminds viewers that "big dreams and good grades aren't enough to get into college." New television and radio PSAs are also available in Spanish.

## New Case Studies Available



The Ad Council is thrilled to announce the publication of two new case study reports. The first, "You Don't Have to Be Perfect to Be a Perfect Parent," highlights the success of the Adoption campaign that began in 2003.

The Adoption campaign's results demonstrate that even when the "ask" is difficult, an effective public service campaign can inspire thousands to action. The key ingredients have been an innovative creative strategy, strong media support and effective marketing activities by the Ad Council and the sponsoring organizations.

The second case study, "Little Moments, Big Magic," shows how in the first nine months after the mentoring campaign was launched, applications to become a mentor increased by 75 percent.

Both reports demonstrate what we already know. Your support of our critical messages generates great change. PDF files of the case studies are available for download at [www.AdCouncil.org](http://www.AdCouncil.org).

## Check Us Out On The Web

All Ad Council campaigns include interactive websites designed to engage and educate their target

audiences, extend the reach and success of the campaign. Here are four wonderful websites launched in the last few months.



### HogAndSeek.org

Energy Efficiency  
Created with Makinita  
Can you beat the Energy Hog at his own game? Play Hog and Seek to find out! Chase the Energy Hog around the house, turning off what he's left on and repairing or replacing things for better efficiency. Take what you learn in the game to "house" the hogs in your own home!



### KnowHow2GO.org

College Access  
Created with idfive  
This site picks up where the PSAs leave off and highlights the four basic steps to college. Helpful in-depth information, timelines and resources are provided for students at every grade level, from middle school to high school seniors. Visitors can send e-cards to their friends, sign up for the newsletter and find local resources for even more direction on the path to college.



### URTheSpokesperson.com

Youth Reckless Driving Prevention  
Created with Mindshare Interactive  
Car crashes are the number one killer of teens in the U.S. This campaign and website aim to empower passengers to speak up when they are in a car with someone driving recklessly. The site features a daily quiz, sobering facts about the consequences of reckless driving and a gallery area that features real-life stories. All are part of the effort to empower teen passengers to be their own spokesperson against reckless driving whenever they are in an unsafe situation.



### smallStep.gov/kids

SmallStep Kids  
Created with The Cannery  
The SmallStep Kids site just got a makeover, and an ogre. Thanks to a partnership with DreamWorks, Shrek and his friends have joined the campaign to deliver an important message: Get Up and Play an Hour a Day! New activity-related games have been added to teach kids the importance of physical play and encourage activity, focusing on healthy eating and basic nutrition facts.



Shrek Urges Kids to "Be a Player" to Prevent Obesity



New TV spots featuring characters from DreamWorks' Shrek urge kids to "Get Up and Play an Hour a Day."

The percentage of young people who are overweight in America has more than tripled since 1980, with more than 10 million school-age children (18 percent) currently considered overweight, according to the Centers for Disease Control and Prevention.

In a continuing effort to prevent childhood obesity, the U.S. Department of Health and Human Services (HHS) and the Ad Council joined with DreamWorks Animation SKG in February to launch a new series of PSAs featuring characters from the movie Shrek. The spots use the slogan "Be a Player: Get up and play an hour a day" and urge all children to engage in physical activity. Created pro bono by GSD&M, the TV, outdoor and Web ads complement the current Childhood Obesity Prevention "Can your food do that?" PSAs, which promote the benefits of healthy eating. The new ads direct children and families to visit HHS's newly redesigned website, [www.HealthierUS.gov](http://www.HealthierUS.gov), for suggestions on living a healthier lifestyle. In addition to the new Shrek creative, the Ad Council and HHS are continuing their "Small Steps" Obesity Prevention PSAs with new ads (television, radio, outdoor, Web) expected to launch in April 2007. A new online video contest will also launch on YouTube in the spring.

The Obesity Prevention campaign launched in March 2004, targeting adults, and focuses on the power of small steps. The campaign expanded its target to children in 2005 and currently aims to encourage all children and families to lead healthy lifestyles. Since the campaign launch, the PSAs have received more than \$270 million in total donated media support. Thank you for your continued extraordinary support of this critical campaign. As a result of your contribution, the campaign website, [www.smallstep.gov](http://www.smallstep.gov), attracted an average of 190,000 visits per month during 2006, and many more Americans are recognizing the importance of taking small steps to get healthy!

## Taking Steps to Combat Cyberbullying

According to the National Crime Prevention Council, 43 percent of teens 13–17 years old say they have experienced cyberbullying in the past year. Cyberbullying is using the Internet, cell phones or other technology to send or post text or images intended to hurt or embarrass another person.



The study conducted by Harris Research found that nine in 10 teens who had experienced cyberbullying (92%) reported that they knew the person who was bothering them. Additionally, teens are twice as likely to talk to a friend about the incident rather than their parents or other adult. In an effort to combat cyberbullying, the National Crime Prevention Council and the Ad Council launched an extension of their successful Bullying campaign in March. Designed to educate tweens and teens about how they can play a role in ending the cyberbullying chain, the new campaign features McGruff the Crime Dog® an icon tweens welcome as a reassuring presence in this advertising and seeks to discourage teens from participating in various forms of cyberbullying, such as forwarding damaging e-mails or text messages.

Created by volunteer ad agency Saatchi & Saatchi, the multimedia campaign includes radio and Web

advertising, including viral videos, and directs audiences to visit [www.ncpc.org](http://www.ncpc.org) to learn more about cyberbullying.

## Listo: Educating Hispanics About Emergency Preparedness



*"Corner of the Ring"*

The U.S. Department of Homeland Security and the Ad Council have unveiled new public service advertisements (PSAs) designed to reach Hispanics as part of the Listo campaign, an extension of the hugely successful Ready campaign. The Listo campaign seeks to educate and empower Hispanics to prepare for and respond to all types of emergencies, including natural disasters and potential terrorist attacks.



*"Tia Contingencia"*

The new PSAs, created pro bono by Elevación, include television, radio, print, outdoor and web banners that highlight the importance of emergency preparedness through the use of cultural metaphors that embody the need to have an emergency plan. One spot, entitled "Corner of the Ring," relates emergency preparedness to a boxer facing his opponent — a hurricane. The other spot, entitled "Tia Contingencia," features a couple discussing the arrival of an aunt who always comes unexpectedly.



## Wireless AMBER Alerts™ PSAs Available On Cell Phones Today!

Third Screen Media, a marketing technology company that enables advertising for mobile phones and wireless devices, has generously committed to donate over four million impressions to the Ad Council's Wireless AMBER Alerts campaign. The campaign has been featured on the company's mobile marketing ad network, including ESPN, *USA Today*, The Weather Channel and more.

**"We are incredibly grateful to Third Screen Media for this generous donation and confident that it will encourage more people to register for Wireless AMBER Alerts and potentially help to save an abducted child." — David Diggs, Executive Director of The Wireless Foundation.**

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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, "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



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



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 MANAGER: Jessica Berta  
AVAILABLE MATERIALS: OUTDOOR, PRINT, RADIO, 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 and 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 men, women and people of color 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: 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

### College Access

Lumina Foundation for Education and American Council on Education



NEW MATERIALS

Despite high aspirations to attend college, low-income and first-generation students are underrepresented on college campuses. Key barriers include affordability, a lack of collegegoing knowledge and preparation, expectations, as well as guidance and encouragement. This campaign encourages more low-income students and their families to take the necessary steps toward postsecondary education, with support from parents and adult influencers. To learn more about the actual steps they need to take to be prepared for, and ultimately apply to, college, audiences are directed to [www.KnowHow2GO.org](http://www.KnowHow2GO.org) or

FOR MORE INFORMATION, CONTACT SPONSORS:  
Lumina Foundation for Education, 30 South Meridian Street, Ste. 700, Indianapolis, IN 46204; David Cournoyer, Program Director; (317) 951-5303  
WEBSITE: [www.luminafoundation.org](http://www.luminafoundation.org); American Council on Education, One Dupont Circle NW, Washington, DC 20036; Melanie Corrigan, Associate Director; (202) 939-9554; [www.acenet.edu](http://www.acenet.edu)  
WEBSITE: [KnowHow2GO.org](http://KnowHow2GO.org) Volunteer Ad Agency : Publicis  
New York Ad Council VP, Campaign Director: Penny Schildkraut

to call 800-433-3243.

AVAILABLE MATERIALS: BROCHURE, OUTDOOR, POSTERS,  
PRINT, RADIO, TV, WEB BANNERS  
SPANISH: TV, RADIO

## Early Childhood Development

United Way



Children start learning from the moment they're born, and a child's success depends on small learning lessons each day. The Early Childhood Development campaign teaches parents the importance of quality early learning experiences. It gives them easy "learning on the go" tips to get their kids off to a good start long before they are old enough to go to school. Many parents do not realize that they can turn everyday moments, such as grocery shopping or going to the bank, into fun and engaging lessons for their little ones. These PSAs direct parents to visit [www.bornlearning.org](http://www.bornlearning.org) or contact their local United Way for information and resources.

FOR MORE INFORMATION, CONTACT SPONSOR:  
United Way of America, 701 North Fairfax Street  
Alexandria, VA 22314; (703) 836-7100 x 331;  
Mary McDonald, Director, Advertising  
WEBSITE: [www.bornlearning.org](http://www.bornlearning.org)  
VOLUNTEER AD AGENCY: McCann Erickson New York  
AD COUNCIL CAMPAIGN MANAGER: Jessica Berta  
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS,  
OUTDOOR  
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 change 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 DIRECTOR: Martha Holland  
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

## Media Management

Coalition of Media Companies



NEW MATERIALS

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, Sony and TimeWarner

VOLUNTEER ADVERTISING AGENCY: McCann Erickson New York

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

AD COUNCIL VP, CAMPAIGN DIRECTOR: Wendy Moniz

AVAILABLE MATERIALS: RADIO, TV, WEB BANNERS

SPANISH: TV

## New York City Teacher Recruitment

New York City Department of Education, Appleseed



NEW MATERIALS

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 CAMPAIGN MANAGER: Jessica Berta

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  
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



NEW MATERIALS

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 VP, CAMPAIGN DIRECTOR: Penny Schildkraut  
AVAILABLE MATERIALS: TV, RADIO, PRINT, OUTDOOR,  
WEB BANNERS

# PSA Bulletin

March / April 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 150 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, MAGAZINE,  
NEWSPAPER, WEB BANNERS  
**SPANISH:** TV, WEB BANNERS

## Childhood 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 MANAGER:** Jessica Berta  
**AVAILABLE MATERIALS:** OUTDOOR, PRINT, RADIO, TV, WEB  
BANNERS  
**SPANISH:** OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

## Childhood Obesity Prevention

U.S. Department of Health & Human Services



NEW MATERIALS

The childhood obesity prevention campaign focuses on the importance of eating healthy and being physically active through two complementary efforts. The "Be a Player" PSAs feature characters

**FOR MORE INFORMATION, CONTACT SPONSOR:**  
Kirsten Petree, U.S. Department of Health & Human Services,  
Humphrey Building, 200 Independence Avenue, SW,



from DreamWorks' Shrek encouraging children ages 6–9 years old to get up and play for at least one hour every day and demonstrate the fun they can have doing it. The "Can Your Food Do That?" PSAs let kids know that eating healthy can help them do the things they really love to do, and do them better. Children and their families are encouraged to visit HealthierUs.gov or SmallStep.gov, where they can find fun, interactive and beneficial information on healthy eating and physical activity.

Washington, DC 20201; (202) 401-6113

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

VOLUNTEER AD AGENCY: McCann Erickson New York

AD COUNCIL CAMPAIGN MANAGER: Carla Horrilleno

AVAILABLE MATERIALS: TV, WEB BANNERS, RADIO

SPANISH: TV, WEB BANNERS

## Crime Prevention

National Crime Prevention Council



NEW MATERIALS

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.

The newest PSAs inspire 12-to-14 year olds, particularly girls, to put an end to cyberbullying. Further efforts include general crime and bullying prevention messages. Bullying is a widespread problem for our nation's youth—this initiative is designed not only to 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)

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.nomasabuso.org](http://www.nomasabuso.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 2005, 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 on 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: Martha Holland  
AVAILABLE MATERIALS: TV, RADIO, PRINT,  
OUTDOOR, WEB BANNERS  
SPANISH: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

## Emergency Preparedness-Business

U.S. Department of Homeland Security

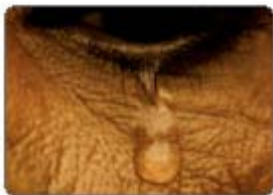


There are over 20 million small businesses in the United States. The Ready Business campaign aims to raise the business community's awareness of the need for emergency planning and motivate businesses to take action. The campaign encourages business owners and managers to visit [www.ready.gov](http://www.ready.gov); 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;  
cmarshall@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  
SPANISH: TV, RADIO

## 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) 690-7850; Ellen Field  
WEBSITE: [www.smallstep.gov](http://www.smallstep.gov)  
VOLUNTEER AD AGENCY: McCann Erickson New York  
AD COUNCIL CAMPAIGN MANAGER: Carla Horrilleno  
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



## NEW MATERIALS

The prevalence of sexual victimization of children in the United States is overwhelming, yet largely unrecognized and underreported. This campaign is designed to raise awareness among teens and parents about the prevalence of online sexual exploitation in an effort to better protect against online sexual predators.

**FOR MORE INFORMATION, CONTACT SPONSOR:**  
(1) 699 Prince Street, Alexandria, VA 22314; (703) 274-3900;  
Lisa Cullen, Communications Manager, [lcullen@ncmec.org](mailto:lcullen@ncmec.org);  
(2) 950 Pennsylvania Ave., NW, Washington DC 20530;  
Kim Smith, Office of Public Affairs; [Kimberly.A.Smith@usdoj.gov](mailto:Kimberly.A.Smith@usdoj.gov)  
**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, 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 VP, 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, Director of Cessation Marketing, 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:

Mark Welsen, [mwelsen@samhsa.gov](mailto:mwelsen@samhsa.gov);  
1 Choke Cherry Road, Room 8-1029, Rockville, MD 20857;  
(240) 276-2128

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: 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:  
Shannon Nix, Manager, Public Affairs  
1400 16th Street, NW, Ste. 600, Washington, DC 20036;  
(202) 736-2983; [snix@ctia.org](mailto:snix@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

## Youth Reckless Driving Prevention

State Consumer Protection Agencies and Attorneys General Offices



NEW MATERIALS

For more than two decades, car crashes have been the number one killer of teens. Reckless driving among America's youth is a serious problem and it has deadly consequences. Young drivers are more likely to speed, run red lights, make illegal turns and die in an SUV

FOR MORE INFORMATION, CONTACT:  
The Advertising Council, 1203 19th St. NW, 4th Floor, Washington, DC 20036  
WEBSITE: [www.URTheSpokesperson.com](http://www.URTheSpokesperson.com)

rollover. That is why the URTheSpokesperson campaign is so critical. With the message "Speak Up," the campaign aims to encourage teen passengers to be the "spokesperson" against reckless driving and speak up when they are in a car with a friend and don't feel safe.

VOLUNTEER AD AGENCY: North Castle Stamford, CT  
AD COUNCIL VP, CAMPAIGN DIRECTOR: Wendy Moniz  
AVAILABLE MATERIALS: RADIO, TV, WEB BANNERS



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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).

## US Fund For UNICEF



Every child has right to a childhood. Every child has a right to survive. That is why UNICEF is joined by Lawrence Fishburne, 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 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.

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

AVAILABLE MATERIALS: TV

FOR MORE INFORMATION:  
The United States Fund for UNICEF,  
Mia Drake Brandt, Director of Communications  
Aisha Hasan, [ahasan@aad.org](mailto:ahasan@aad.org)  
333 East 38th Street, 6th Floor,  
New York, NY 10016  
Phone: (212) 922-2624,  
Fax: (212) 779-1679;  
WEBSITE: [www.unicefusa.org](http://www.unicefusa.org)

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## Interview with Sheryl Sandberg, Vice President, Global Online Sales & Operations



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

Google's mission is to organize the world's information and make it universally accessible and useful. As a first step in fulfilling that mission, Google's founders, Larry Page and Sergey Brin, developed a new approach to searching for information online. Developed in a Stanford University dorm room in 1995, the search engine quickly spread to information seekers around the globe. Today Google is a global technology leader focused on improving the ways people connect to information. Our automated search technology helps people obtain nearly instant access to relevant information from our online index.

In April 2003, we founded the Google Grants program as a way to extend that mission to public service causes and issues. Essentially, Google's strategy is to provide free public service advertising on Google to eligible non-profit organizations all over the world.

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

Partnering with the Ad Council in July 2003—shortly after the launch of Google Grants—provided us with an amazing network of organizations, allowing us to extend the reach of the Google Grants program to encompass more organizations, more issues, more causes, ultimately reaching more people. These organizations are able to benefit from Google's search technology as more and more people around the world are able to connect with the issues that are most important to them and learn about new causes to support. We believe that our partnership with the Ad Council embodies our commitment to social causes and community service.

What issues do you think deserve national focus?

There are many issues that we believe are important and deserve national focus, and we welcome a diverse range of organizations into the Google Grants program. Organizations that spread their public service message using Google Grants address many different causes and issues—from adult literacy to child poverty to alternative energy.

Is Google involved in any unique public service projects?

The Google Grants program is unique! We currently support more than 2,000 organizations around the world through the program and have donated more than \$115 million worth of free ads since April 2003. By connecting non-profit organizations with people who are searching for relevant information online, we are able to have a huge impact on the success of these organizations. But the most amazing part of it all is that our program would not be possible without our employees—we call ourselves "Googlers"—who volunteer to manage the program. Currently more than 700 Googlers from all levels of the company volunteer to help screen applications from non-profit organizations and help them get started in AdWords. This is more than just public service and volunteerism because the Google Grants program furthers our mission to organize the world's information and make it universally accessible and useful.

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