

PSA Bulletin

May / June 2007



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

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

"Questions Are the Answer"

Encouraging Patients to Get More Involved with Their Health Care



A new website, www.ahrq.gov/questionsaretheanswer, helps patients get more involved in their health care by asking questions.

According to the Institute of Medicine, medical mistakes in hospitals account for between 44,000 and 98,000 deaths every year, or a minimum of 120 deaths per day. That translates to more deaths per year than motor vehicle accidents, breast cancer or AIDS . Research shows that the vast majority of medical mistakes are preventable and that patients who take an active role in their health care can greatly improve the quality of that care.

In an effort to reduce the incidence of medical mistakes and encourage and empower all patients and caregivers to take a more proactive role in their health care, the Ad Council and the U.S. Department of Health & Human Services' Agency for Healthcare Research and Quality launched the new "Questions Are the Answer" PSA campaign.

Created pro bono by McCann Erickson Detroit, the TV , radio, print and Web advertising directs audiences to a toll-free number, (1-800-931-AHRQ), and a new comprehensive website (see above) to get tips on how to help prevent medical mistakes and become a partner in their health care.



The entertaining PSAs feature doctors and patients interacting in various medical scenarios during a mini-musical. Patients sing their serious questions in Broadway-quality voices to their doctors, who respond encouragingly, asking for more. The ads end with the tagline, "Questions Are the Answer: Get More Involved in Your Health Care."

Past Issues

< select an issue >



Acrobat Reader is required in order to read pdf files. If you do not have Acrobat on your computer [click here](#) to download and install a free copy.

The website features tips including: bring a list of questions to each medical appointment; take notes in the examination room; make sure you receive the results of medical tests; and, upon leaving the hospital, make sure you understand instructions regarding follow-up care and medications. The site also features an interactive "Question Builder" that allows visitors to generate a customized list of questions that they can bring to each medical appointment.

The PSA s were distributed to media stations nationwide in March. Another campaign created specifically for the Hispanic community will launch later this year.

Please support this campaign and help shed light on this critical issue by providing consumers with the motivation and the very simple steps they can take to improve their health care.

"Think Before You Post"

Preventing Online Sexual Exploitation of Teen Girls

The prevalence of online sexual exploitation of children, and particularly teenage girls, is overwhelming, yet largely unrecognized and underreported. According to a recent study by University of New Hampshire researchers, one in seven youths received a sexual solicitation over the Internet and 70 percent were girls. Popular social networking sites such as MySpace, Facebook and Sconex allow teens to post and share personal information, pictures and videos, making them even more vulnerable to online predators. Research conducted by Cox Communications estimates that more than 60 percent of 13–17-year-olds have a personal profile on these social networking sites, and half have posted pictures of themselves.



In an effort to protect our nation's children from the risks they may be vulnerable to online, the Ad Council, in its continuing partnership with the U.S. Department of Justice and the National Center for Missing & Exploited Children® (NC MEC), has launched a new series of PSA s designed to educate teenage girls about the potential dangers of posting and sharing personal information online.

The screenshot shows the website for the National Center for Missing & Exploited Children. The navigation bar includes links for Home, About Us, Supporters, Training, Site Search, and News & Events. The main content area features a "MAKE A REPORT" section with a "Watch Our Video" button and a "The CyberTipline" logo. Below this is a "Learn About the Issue" section with links to "What is the CyberTipline?", "Reporting Categories", "Child Pornography Fact Sheet", and "Electronic Service Providers (ESP)".

MAKE A REPORT
Please contact us if you have information to help in the fight against child sexual exploitation. Your information will be forwarded to law enforcement for investigation and review and, when possible, to the appropriate Electronic Service Provider(s).

The CyberTipline

Learn About the Issue

- [What is the CyberTipline?](#)
Learn about this reporting mechanism for cases of child sexual exploitation.
- [Reporting Categories](#)
The types of child sexual exploitation that may be reported to the CyberTipline.
- [Child Pornography Fact Sheet](#)
Important facts about the issue of Child Pornography
- [Electronic Service Providers \(ESP\)](#)
Information for Electronic Service Providers.

New PSAs direct teen girls to visit www.cybertipline.com, to learn more about how to prevent online sexual exploitation and how to report incidents.

Created by Merkley + Partners, the new TV , radio, magazine and Web ads encourage girls between the ages of 12 and 14 to "Think Before You Post" personal information that would leave you vulnerable to online predators. The PSAs seek to educate teens that the Internet is not a "private" place but rather a public place and social networking profiles and blogs potentially release information that can be viewed by anyone, including sexual predators. All of the PSA s direct teens to www.cybertipline.com to report online solicitations and to learn more about how they can stay safer online.

Previous work created for the campaign has focused on educating parents and guardians about the prevalence of online sexual exploitation and discouraging girls from forming inappropriate online relationships in order to reduce their risk of sexual exploitation and abduction. Since launching in 2004, the PSA s have garnered more than \$150 million in donated media support and NC MEC has seen an increase in reports of online enticement of children for sexual acts.

Thank you for your continued commitment to raising awareness of this very important message. Your support is helping to protect children throughout the country.

CDC Announces 1 in 150 Children Are Diagnosed with Autism

Learn the Signs

Following the success of the initial round of the Autism Awareness campaign last April, Autism Speaks and the Ad Council have launched a second phase of PSA s with the goal of urging parents to learn the signs of this increasingly prevalent disorder. Thanks in large part to your incredible support of this campaign, more than 1.5 million visitors logged onto www.autismspeaks.org to learn more about of autism within the first six months of the launch.



The PSAs compare the odds of parents' daily concerns regarding their children to the odds of their children being diagnosed with Autism.

Autism is the fastest-growing developmental disability in the United States, with lifelong implications for individuals, families and society. This complex brain disorder inhibits a person's ability to communicate, respond to surroundings and form relationships with others. The statistics are alarming: Fourteen years ago, only 1 in 10,000 children was diagnosed with autism; today that rate has soared to a staggering 1 in 150.

The campaign, which includes television, radio, print, outdoor, and Internet advertising created pro bono by BBDO New York, aims to motivate parents and caregivers of children aged 0 – 6 to learn the signs of this disorder and to visit the website to find out more information about early intervention, which can make a critical difference in the life of an autistic child.

The compelling new television PSAs contrast the odds of many things that parents think about each day — such as the dreams they have for their children and the measures they take to protect them — with the startling odds of a child being diagnosed with autism. The message communicated is that autism is more common than you think and parents are urged to learn more about this prevalent disorder. Thank you for your outstanding support of this campaign. Your continued support will help to improve he lives of children and families living with autism.

PSA Delivery — Flexibility for the Future

The Ad Council is committed to ensuring that all of our partners can access our important PSAs in a timely, efficient and flexible manner. To that end, we'd like to remind you of the options currently available to you.

PSA Central (psacentral.adcouncil.org) is the Ad Council's online fulfillment center. It's not only a great place to learn about our current campaigns but also a one-stop shop that enables all of our media partners to quickly obtain radio, magazine, newspaper, internet banners or digital outdoor creative. By simply clicking on the campaign download button, the PSAs will be available to air or run that day.

If you're ready to go "tapeless," you may want to consider digital distribution. Digital distribution systems are being used more and more and will

likely become more common as stations transition to digital and HD broadcasting. The Ad Council's partnership with DG FastChannel allows for the distribution of broadcast-quality television and radio spots via satellite to a server located in the traffic departments at most stations. This distribution method means that Ad Council PSAs can be sent to you within minutes and be ready to air immediately. **Be sure to contact your traffic department to inquire about new Ad Council PSAs from DG FastChannel and for more information, contact Jennifer Kunz at 212-984-1982.**

Again, the Ad Council is committed to ensuring that you have a menu of delivery options to choose from. Thank you for your continued support of Ad Council PSAs.



Launching Pad

Wildfires Prevention PSAs Relevant throughout the Year

Wildfires are one of the most destructive natural forces known to mankind. While sometimes caused by lightning, nine out of ten wildfires are humancaused. If you're like most people, you associate wildfires with the summer months, which is a very common misconception. Due to the nationwide increase of warm temperatures and dry conditions, the fire seasons have actually been extended year-round in some regions of the country.

The fire season starts in the Southeast in January and expands to the entire Eastern region and Texas during March, and returns to these areas from October to December. The season in the Western regions starts in June and continues through September and October. The continuing encroachment of new housing developments into rural settings also adds to the devastating effects of these disasters.

Most disastrous wildfires are preventable and Ad Council Wildfire Prevention PSA s encourage responsible practices. Please help us to preserve and protect our natural resources by continuing to support these important PSAs.



Inspiring a New Generation of Inventors



Throughout its history, America has been recognized as among the most innovative countries in the world, producing some of the greatest technological and scientific advances the world has ever seen. While the United States represents only 5 percent of the world's population, it accounts for nearly one-third of the world's science and engineering researchers and 40 percent of all research and development, according to the Council on Competitiveness.

However, with increased economic competition from countries around the world, experts recommend that steps be taken to ensure that the U.S. maintains its longstanding leadership in the global marketplace. An important first step is to share our culture of innovation with the next generation of inventors.

In an effort to help inspire a new generation of inventors, the Ad Council partnered with the United States Patent and Trademark Office and The National Inventors Hall of Fame Foundation to launch a national PSA campaign in April. Research conducted for the campaign found that today's children, although naturally curious and inventive, do not realize the impact of their creativity.

The new PSAs aim to help children realize that there is a role for every kind of unique curiosity and imaginative idea as it relates to invention. The ads urge children (ages 8 to 11) to make innovation, invention and the development of new ideas an integral part of their lives. Ultimately, the goal is to motivate children to pursue inventing and innovating as part of their educations and, later, in their careers.

Developed with extensive research and input from inventors and children, the campaign includes TV , radio, outdoor and Web ads featuring ordinary children creating inventions to solve everyday problems. In one TV spot, a "cat magnet" is created so a young boy can find his lost cat (see left). The PSA s communicate to children that "anything is possible" and encourage them to "keep thinking." The ads direct children to visit a new website, www.InventNow.org, to explore and discover their own innate inventiveness and curiosity.

Please support this campaign and help empower more children throughout the country to pursue their creativity and imagination, which can only lead to unimagined technological advances of the future.

"UR the Spokesperson" Campaign Partners Take the Message on the Road

The aim of the Ad Council's new UR the Spokesperson Campaign is to empower teens and young adults to be the "spokespersons" against reckless driving and to speak up when they're in a car with friends and don't feel safe. This important message is hitting the road and reaching its target audience, courtesy of partnering organizations like the AAA (American Automobile Association), Students Against Destructive Decisions (SAD) and NOYS (National Organizations for Youth Safety).



In addition to reaching out to their local chapters and membership nationwide, AA posted the campaign press release on their online newsroom and engaged their 65 clubs around the country by providing a Web link for downloading the PSAs.

SAD has provided students and advisors for local media interviews and made the PSA s available to SADD state coordinators for distribution to local media contacts. The Ad Council was invited to present an overview of the campaign at the SADD State Coordinators meeting and is currently developing interactive campaign materials for use 'in the classroom' by SADD advisors, drivers education teachers and other community leaders. The Ad Council is also scheduled to present the campaign at SADD 's national conference in July.

Ad Council has recently entered a partnership with NO YS, a national youth health and safety coalition that promotes youth empowerment and leadership and builds partnerships that save lives. The Ad Council presented the campaign and the PSAs at the annual NOYS conference in February and is working with NOYS representatives on several other outreach opportunities, including "Sign for Safety." This initiative encourages young adults to sign a petition asking state government officials to come together and declare the month of May "National Youth Traffic Safety Month."


Help the Ad Council spread the message of responsible driving among teens by downloading the new PSAs at psacentral.adcouncil.org.

The Impact We're Making Together

PUBLIC SERVICE ADVERTISING WORKS

Next Reply Link Flag Move Projects

To: The Ad Council
Date:
Subject: Public Service Advertising Works



Your "Buzzed Driving" ads are just wonderful—they are so clever and entertaining. I actually look forward to hearing them on the radio—my station, KTLK in Los Angeles, plays them all the time and they are really excellent—please tell the person who creates them, and I know a lot of work goes into them, that they have done an excellent job—the little vignettes are so true to life and everyone has seen someone in that situation or even been in that situation themselves, so I thank you so much—I lost more than 13–14 friends starting in 9th grade from "kids" (I now realize—at the time they were "the cool guys") driving drunk. You have made me realize also that even though my 14 year-old nephew is moving into that vulnerable age, and we have a good relationship and I will be planning to talk to him about this, which I might not have begun thinking about if I hadn't heard the ads—thanks!!!

PSABulletin

May / June 2007



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

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

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

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COMMUNITY

Adoption

HHS' Collaboration to AdoptUSKids



NEW MATERIALS

With 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: Rebecca Jones Gaston, National Campaign and Fulfillment Director;
The Adoption Exchange Association
8015 Corporate Drive Suite C, Baltimore, MD 21236;
(410) 931-0908 or (410) 933-5700
Jane Norris, Director, Office of Public Affairs,
U.S. Department of Health & Human Services, The Administration for Children and Families, 370 L'Enfant Promenade SW, 7th Fl West, Washington, DC 20447; (202) 401-9215
WEBSITE: www.adoptuskids.org - English
www.adopte1.org - Spanish

TOLL-FREE NUMBER: 1-888-200-4005 - English

VOLUNTEER AD AGENCIES: kirshenbaum bond + partners

AD COUNCIL CAMPAIGN DIRECTOR: 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:

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

WEBSITE: www.energyhog.org

VOLUNTEER AD AGENCIES: TraceyLocke/UPROAR!

AD COUNCIL CAMPAIGN MANAGER: Carla Rutledge

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:

7735 Old Georgetown Road, Suite 900, Bethesda, MD 20814;
(240) 333-0300; Robin Perkins, Communications Director

WEBSITE: www.earthshare.org

VOLUNTEER AD AGENCY: FCB/Chicago

AD COUNCIL CAMPAIGN MANAGER: Tracy Della Torre

AVAILABLE MATERIALS: BUSINESS PRESS, CONSUMER MAGAZINE, NEWSPAPER, RADIO, TV, 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, 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 nonprofit community by encouraging individuals to translate their compassion and generosity into concrete actions.

FOR MORE INFORMATION, CONTACT:

The Advertising Council, 261 Madison Avenue, 11th Floor,
New York NY 10016

WEBSITES: www.DontAlmostGive.org; 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, where they can learn simple steps that save energy and money and reduce global warming pollution.

FOR MORE INFORMATION, CONTACT:
Rosemarie Stupel, Environmental Defense
257 Park Avenue South, New York, NY 10010; (212) 616-1288
WEBSITE: www.fightglobalwarming.com
VOLUNTEER AD AGENCY: Ogilvy & Mather, New York
AD COUNCIL CAMPAIGN MANAGER: Jessica Berta
AVAILABLE MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

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:
Jammie O' Brien, Manager of Marketing Programs
230 N 13th Street, Philadelphia, PA 19107; (215) 665-7754
WEBSITE: www.bigbrothersbigsisters.org
VOLUNTEER AD AGENCY: VogtGoldstein
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS

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:
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, www.nmsfocean.org,
www.environmentaldefense.org
VOLUNTEER AD AGENCY: Disney
AD COUNCIL CAMPAIGN MANAGER: Tracy Della Torre
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:
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

PSA Bulletin

May / June 2007



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

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

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

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EDUCATION

Arts Education

Americans for the Arts



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

FOR MORE INFORMATION, CONTACT:
 1000 Vermont Avenue, NW, 12th Floor, Washington, DC 20005;
 (202) 371-2830; Nina Ozlu
 WEBSITE: www.AmericansForTheArts.org;
ww3.artsusa.org/get_involved/visibility/visibility_002.asp
 VOLUNTEER AD AGENCY: GSD&M
 AD COUNCIL CAMPAIGN DIRECTOR: 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 college-going 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

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

www.KnowHow2GO.org or 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 or contact their local United Way for information and resources.

FOR MORE INFORMATION, CONTACT:
United Way of America, 701 North Fairfax Street
Alexandria, VA 22314; (703) 836-7100 x 331;
Mary McDonald, Director, Advertising
WEBSITE: www.bornlearning.org
VOLUNTEER AD AGENCY: McCann Erickson New York
AD COUNCIL 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:
Cheryl Reynolds, Communications Director, 1121 Avenue of
the Americas, New York, NY 10036; (212) 596-6110
WEBSITE: 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:
The Pentagon—(OASA), (MRA), (HR),
111 Army Pentagon, Rm 2E482, Washington, DC 20310;
(703) 693-2456; Dr. Naomi Verdugo
WEBSITE: www.boostup.org
VOLUNTEER AD AGENCY: JWT, New York
AD COUNCIL VP, CAMPAIGN DIRECTOR: Katie VanLangen
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS, OUTDOOR
SPANISH: TV, RADIO, WEB BANNERS

Inspiring Invention

United States Patent and Trademark Office
National Inventors Hall of Fame Foundation



In an effort to help inspire a new generation of inventors, the Ad Council has partnered with the United States Patent and Trademark Office and The National Inventors Hall of Fame Foundation to launch a national PSA campaign. Research conducted for the campaign found that today's children, although naturally curious and inventive, do not realize the impact of their creativity.

The new PSAs aim to help children realize that there is a role for every kind of unique curiosity and imaginative idea as it relates to invention. The ads urge children (ages 8 to 11) to make innovation, invention and the development of new ideas an integral part of their lives and to visit a new website, www.InventNow.org to recognize that "Anything's Possible. Keep Thinking."

FOR MORE INFORMATION, CONTACT:
National Inventors Hall of Fame Foundation, 221 South Broadway,
Akron, OH 44308-1505; (330) 762-4463 / U.S. Patent and Trademark
Office, 600 Dulany Street, Alexandria, VA 22312; (571) 272-6564
WEBSITE: www.InventNow.org
VOLUNTEER AD AGENCY: Publicis and Hal Riney
AD COUNCIL CAMPAIGN MANAGER: Patrick Hare
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS, OUTDOOR

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

FOR MORE INFORMATION, CONTACT:
Public Affairs Office, Library of Congress,
Washington, DC 20540-1610; (202) 707-9216;

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 on to www.loc.gov to discover, learn and explore.

John Sayers, Public Affairs

WEBSITE: www.loc.gov

VOLUNTEER AD AGENCY: The Geppetto Group

AD COUNCIL CAMPAIGN MANAGER: Patrick Hare

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 this campaign is to encourage young girls to take advantage of technological opportunities and to remain active and interested in math, science and technology.

FOR MORE INFORMATION, CONTACT:

420 Fifth Ave, New York, NY 10018; (800) 223-0624

WEBSITE: www.girlsgotech.org

VOLUNTEER AD AGENCY: The Kaplan Thaler Group

AD COUNCIL VP, CAMPAIGN DIRECTOR: Katie VanLangen

AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS

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

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 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

WEBSITE: www.teachnyc.net

VOLUNTEER AD AGENCY: Della Femina Rothschild Jeary and Partners

AD COUNCIL CAMPAIGN MANAGER: Jessica Berta

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

Parental Involvement in Schools

National PTA



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

FOR MORE INFORMATION, CONTACT:

541 North Fairbanks Court, Suite 1300, Chicago, IL 60611-3396; (312) 670-6782; Michael Roberts; mroberts@pta.org

WEBSITE: www.pta.org

VOLUNTEER AD AGENCIES: JWT, Chicago; Mosaica MD (Spanish)

AD COUNCIL VP, CAMPAIGN DIRECTOR: Penny Schildkraut

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

SPANISH: ALL MATERIALS AVAILABLE IN SPANISH

Supporting Minority Education

United Negro College Fund



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:

Brenda Siler, National Director-Communications and Marketing, 8620 Willow Oaks Corporate Drive, Fairfax, VA 22031; (703) 205-3454; brenda.siler@uncf.org

WEBSITE: www.uncf.org

VOLUNTEER AD AGENCY: Y & R

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

PSABulletin

May / June 2007



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

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

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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:

Autism Speaks, 2 Park Avenue, 11th floor, New York, NY 10016
 WEBSITE: www.autismspeaks.org
 VOLUNTEER AD AGENCY: BBDO, New York
 AD COUNCIL CAMPAIGN MANAGER: Kristin Hanjinlian
 AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS, OUTDOOR
 SPANISH: TV, RADIO

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:

8101 Glenbrook Road, Bethesda, MD 20814; (301) 215-6557;
 Jennifer Garfinkel, Director of Public Relations, AABB;
jgarfinkel@aabb.org
 WEBSITE: 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:

Moniqua Roberts, Communications Program Analyst
400 7th Street, SW, Washington, DC 20590; (202) 366-6916;
WEBSITE: www.boosterseat.gov

VOLUNTEER AD AGENCY: The Richards Group, Dallas

AD COUNCIL CAMPAIGN MANAGER: Meredith Perkins

AVAILABLE MATERIALS: MAGAZINE, NEWSPAPER, RADIO, TV, 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:

Kristy Miller, Public Affairs Officer, 1301 L Street, NW, Washington, DC 20005; (202) 343-9441

VOLUNTEER AD AGENCY: Grey Worldwide

AD COUNCIL CAMPAIGN MANAGER: Kristin Hajinlian

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:

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

VOLUNTEER AD AGENCY: McCann Erickson New York

AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre

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

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

Crime Prevention

National Crime Prevention Council



NEW MATERIALS

The newest PSAs inspire 12-to-14 year olds, particularly girls, to put an end to cyberbullying, directing them to www.ncpc.org/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. The 25th anniversary PSAs encourage adults to visit www.ncpc.org to learn simple ways to aid in crime prevention.

FOR MORE INFORMATION, CONTACT:

National Crime Prevention Council, 1000 Connecticut Avenue, NW, 13th Floor, Washington, DC 20036;(202) 261-4184;

Michelle Boykins, Director of Communications, mboykins@ncpc.org

WEBSITES: www.ncpc.org, www.mcgruff.org

VOLUNTEER AD AGENCY: Saatchi & Saatchi

AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban

AVAILABLE MATERIALS: OUTDOOR, PRINT, RADIO, TV, VIRAL VIDEOS, 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:

American Heart Association

7272 Greenville Avenue, Dallas, TX 75231; (214) 706-1134;

Julie Grabarkewitz, Director of Advertising

WEBSITE: www.everydaychoices.org

VOLUNTEER AD AGENCY: Vigilante

AD COUNCIL CAMPAIGN DIRECTOR: 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:

Lynne Lee, Director of Public Education,
383 Rhode Island St., Suite 304,
San Francisco, CA 94103-5133; (415) 252-8900

WEBSITES: www.endabuse.org, www.nomasabusos.org

VOLUNTEER AD AGENCY: McCann Erickson San Francisco

AD COUNCIL CAMPAIGN MANAGER: Kristin Hajinlian

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:

400 7th Street, SW, Washington, DC 20590; (202) 366-6918;
Kathryn Henry, Consumer Division, Office of Communications
and Consumer Information

WEBSITE: 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

FOR MORE INFORMATION, CONTACT:

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.

Kristin Gossel, Office of Public Affairs; (202) 282-8010
WEBSITES: www.ready.gov, www.listo.gov
VOLUNTEER AD AGENCIES: BBDO, New York; Elevacion Ltd.
AD COUNCIL CAMPAIGN MANAGER: Patrick Hare
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; plan to stay in business; talk to their employees; and protect their investment.

FOR MORE INFORMATION, CONTACT:
Kristin Gossel, U.S. Department of Homeland Security,
Office of Public Affairs; 202-282-8010
WEBSITES: www.ready.gov
VOLUNTEER AD AGENCY: Slack Barshinger & Partners, Inc.
AD COUNCIL CAMPAIGN DIRECTOR: Christine Neal
AVAILABLE MATERIALS: RADIO, PRINT, OUTDOOR, WEB
BANNERS

Hurricane Mental Health Awareness

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



MATERIALS RENEWED

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:
U.S. Department of Health & Human Services
Substance Abuse and Mental Health Services Administration
Mark Weber; mark.weber@samhsa.hhs.gov
1 Choke Cherry Road, Room 8-1033, Rockville, MD 20857;
240-276-2130
WEBSITE: www.samhsa.gov
VOLUNTEER AD AGENCY: Grey Worldwide
AD COUNCIL VP, CAMPAIGN DIRECTOR: Deborah Leiter
AVAILABLE MATERIALS: TV, RADIO, 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



NEW MATERIALS

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:

U.S. Department of Health & Human Services; Substance Abuse and Mental Health Services Administration; Chris Marshall; cmarshal@samhsa.gov; 1 Chokey Cherry Road, Rm. 6-1071, Rockville, MD 20857; Phone: (240) 276-1947

WEBSITE: www.whatadifference.org

VOLUNTEER AD AGENCY: Grey Worldwide

AD COUNCIL VP, CAMPAIGN DIRECTOR: Deborah Leiter

AVAILABLE MATERIALS: BROCHURE, OOH, PRINT, RADIO, TV, 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 to "Take a Small Step to Get Healthy."

FOR MORE INFORMATION, CONTACT:

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

VOLUNTEER AD AGENCY: McCann Erickson New York

AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre

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

FOR MORE INFORMATION, CONTACT:

(1) 699 Prince Street, Alexandria, VA 22314; (703) 274-3900;

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.

Lisa Cullen, Communications Manager, lcullen@ncmec.org;
(2) 950 Pennsylvania Ave., NW, Washington DC 20530;
Kim Smith, Office of Public Affairs; Kimberly.A.Smith@usdoj.gov
WEBSITE: www.cybertipline.com
VOLUNTEER AD AGENCY: Merkley + Partners
AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: TV, RADIO, NEWSPAPER, MAGAZINE,
OUTDOOR, WEB BANNERS
SPANISH: TV, WEB BANNERS

Patient Involvement

Agency for Healthcare Research and Quality



NEW MATERIALS

The Agency for Healthcare Research and Quality (AHRQ), is the lead agency within the U.S. Department of Health and Human Services with a mission of improving the quality, safety, efficiency and effectiveness of health care for the public. Gaps in the health care system open patients up to serious medical error, even under routine circumstances. Asking questions at every step is an effective defense. This campaign encourages the public to be active members of their health care team and delivers actionable, simple ways to be more involved at www.ahrq.gov/questionsaretheanswer.

FOR MORE INFORMATION, CONTACT:

Farah Englert, Office of Communications, Agency for Healthcare Research and Quality, 540 Gaither Road, Rockville, MD 20850;
farah.englert@ahrq.hhs.gov; (301) 427.1865;
WEBSITE: www.ahrq.gov/questionsaretheanswer
VOLUNTEER AD AGENCY: McCann Erickson Detroit
AD COUNCIL CAMPAIGN DIRECTOR: Melissa Otero

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:

950 Pennsylvania Ave., Room 22, NW, Washington, DC 20530;
(202) 514-2121; Natalie Voris
WEBSITE: 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:

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

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

The African American targeted campaign also educates audiences that they are twice as likely to suffer a stroke as white Americans.

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:

Julie Grabarkewitz, Director of Advertising, 7272 Greenville Avenue, Dallas, Texas 75231; (214) 706-1134

WEBSITE: www.StrokeAssociation.org

VOLUNTEER AD AGENCY: BBDO Atlanta, Spike/DDB

AD COUNCIL VP, CAMPAIGN DIRECTOR: Deborah Leiter

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

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:

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

WEBSITE: www.stopalcoholabuse.gov

VOLUNTEER AD AGENCY: The Kaplan Thaler Group

AD COUNCIL CAMPAIGN MANAGER: Kristin Hajinlian

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

Wildfire Prevention

USDA Forest Service, National Association of State Foresters



NEW MATERIALS

The principal causes of human-caused 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:

Lewis Southard, Branch Chief, Fire Prevention, USDA Forest Service, Fire & Aviation Mgmt., 1400 Independence Avenue, SW, Washington, DC 20090-1107; (202) 205-1503

WEBSITE: www.smokeybear.com

VOLUNTEER AD AGENCIES: 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.

FOR MORE INFORMATION, CONTACT:

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

WEBSITE: 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 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.

FOR MORE INFORMATION, CONTACT:

The Advertising Council, 1203 19th St. NW, 4th Floor, Washington, DC 20036

WEBSITE: www.URTheSpokesperson.com

VOLUNTEER AD AGENCY: North Castle Stamford, CT

AD COUNCIL VP, CAMPAIGN DIRECTOR: Wendy Moniz

AVAILABLE MATERIALS: RADIO, TV, WEB BANNERS

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

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

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



Lung Cancer Alliance

Lung Cancer Alliance (LCA) has teamed up with three of the most recognized names in professional sports, Cal Ripken Jr., Troy Aikman and Joe Buck, to launch a national public education campaign, "Faces in the Fight", aimed at bringing increased awareness, compassion and support for the nation's number one cancer killer — lung cancer.

Lung cancer claims more lives each year than breast, prostate, colon, liver, kidney, pancreatic and melanoma cancers — combined — affecting smokers, former smokers and never-smokers alike. Lung cancer's five-year survival rate has hovered at 15% for decades — while other major cancers have seen tremendous improvements in overall survival. The goal of the campaign is to spark change in the way lung cancer is perceived, diagnosed and treated. All three sports legends have lost loved ones to lung cancer.

AVAILABLE MATERIALS: Print, Radio, TV

For more information, contact: Kay Cofrancesco, Director of External Relations;
kcofrancesco@lungcanceralliance.org; (202) 463-2080; WEBSITE: www.lungcanceralliance.org

Voices Against Poverty / UN Millennium Campaign



The Millennium Campaign's "Only with Your Voice" television and print PSAs aim to encourage Americans' involvement in the realization of the Millennium Development Goals (MDGs) and the eradication of extreme poverty by 2015. The PSAs feature notable actors Richard Gere, Michael Douglas, Jesse L. Martin, Alyssa Milano, and music artists Lenny Kravitz and Shakira. This year, 2007, marks the halfway point to achieving the MDGs by 2015. Use your voice to raise awareness of the Millennium Development goals and join the movement to end poverty once and for all. The Millennium Campaign website offers additional information about the MDGs and ways to become more involved in the fight to eradicate poverty.

AVAILABLE MATERIALS: Print, TV

For more information, contact: US Millennium Campaign, c/o Megan Raspa, Consultant, Douglas Gould and Company, 145 Huguenot Street, Suite 312, New Rochelle, NY 10801; mrspa@douglasgould.com; (914) 833.7093; WEBSITE: www.millenniumcampaign.org

PSA Bulletin

May / June 2007



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

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


Interview with Greg Cangialosi President, Blue Sky Factory

What is Blue Sky Factory's corporate strategy as it pertains to public service advertising? Blue Sky Factory always has been and always will be a conscientious company in regards to the issues that are affecting our world today. We assist wherever and whenever we can, by working with organizations like the Ad Council to help get the word out. From donating our email messaging technology, assisting with creative work, down to finding targeted lists through our list-publishing partners, we are committed to assisting organizations in public service messaging.

How does the Ad Council help augment Blue Sky Factory's community efforts? As an Ad Council partner for almost five years, we have been very active in supporting the overall outreach of the organization. We offer the Ad Council solutions for media and outreach support, technology donation and support, and we are always looking for new and unique ways to help them extend public service messaging.

What issues do you think deserve national focus? I think everyone needs to be aware of the health care, education and environmental issues that affect us. Is Blue Sky Factory involved in any unique public service projects? Supporting the Ad Council in their multitude of campaigns has been our longest standing involvement in public service. Over the years we have been involved in supporting public service campaigns in health care, education, child safety and the environment.

What would you like to share with others in the media about the value of making a strong and continuing commitment to public service? We can all make a difference in getting important public service announcements out there, particularly for those of us in the media and communications industries. If you feel like you can help extend the message of an issue that you feel passionate about or feel needs attention in getting the word out, reach out and get involved. Sometimes even small contributions can make big differences in the end.

A Letter from "AdoptUsKids" Project Director, Barbara Holtan

Dear Friends:

The adoption national public service advertising campaign has been a wonderful success — because of you — and we want to thank all of you for your support!

The primary mandate and mission of AdoptUsKids is to get the word out about the 114,000 American children who are waiting in foster care for a permanent family. Funded by the U.S. Department of Health and Human Services, the Children's Bureau, it is the first-ever federally funded national recruitment initiative. Its goal is to raise awareness about the waiting children and to encourage prospective parents to consider being a foster or adoptive parent. The tagline of the general market campaign, created by volunteer advertising agency kirshenbaum bond + partners, is: You don't have to be perfect to be a perfect parent. It hit exactly the right tone and has resonated with many. Our newest phase of the campaign is directed at finding families for waiting teens and adds the line: There are thousands of teens in foster care who would love to put up with you.



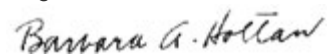
Because of the tremendous support provided by the media outlets around the country, we have received calls or emails from more than 20,000 interested people! We have a website, www.adoptuskids.org, which features thousands of children waiting right now for a parent or two. In the past four years, over 7,000 of those children do not appear anymore on our website because they have found their families. So much of this success is attributable to the generous media support of the campaign.

We are also grateful to the wonderful staff of the Ad Council. Many, many of our children are finding permanency due to our combined

efforts. My husband and I are adoptive parents ourselves and I have been working in the adoption field for more than 25 years. This adoption media campaign is unprecedented and something we 'in the field' have been waiting and hoping for.

Thank you!

Regards,

A handwritten signature in cursive script that reads "Barbara A. Holtan".

Barbara Holtan,
Project Director, The Collaboration to AdoptUsKids