

PSA Bulletin

July / August 2007



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Turning the Tide on Obesity in Our Country

New PSAs Aim to Reach Adults, Children and Families

According to the Centers for Disease Control and Prevention, approximately two-thirds of American adults are overweight or obese. Additionally, the number of overweight children has almost tripled over the past three decades, with 12 and a half million children and teens considered overweight today.

In an effort to reverse this trend, the Ad Council and the U.S. Department of Health & Human Services are launching a new series of PSAs this summer targeted at both children and adults. The ads are an extension of the Obesity Prevention campaign, which launched in 2004 and aims to inspire families to lead healthy lifestyles. As a result of extraordinary media support totaling more than \$324 million, the campaign has already begun to change attitudes and behaviors of American families. Below are descriptions of the new PSAs available this summer, which aim to continue to motivate adults and children to get healthy in an effort to prevent obesity.



“Second Helpings,” the Ad Council’s first “virtual” TV spot, focuses on portion control.



AD COUNCIL TRACKING RESEARCH

Since the campaign launch, research shows:

- A significant increase in the number of individuals reporting healthier habits (16% to 23%).
- Levels of physical activity have risen dramatically (45% to 56%).
- Those who have seen the PSAs are twice as likely to be doing something about their diet and exercise habits (27%) versus those who have not (14%).

ADULTS

New TV, radio, outdoor and Web PSA s focus on the power of small steps. The new ads emphasize portion control and the importance of better food choices. The PSA s continue the successful creative strategy of “lost body parts” and encourage all adults to visit www.smallstep.gov to learn more about small steps they can take toward a healthier lifestyle. Spanish language TV and radio spots are also available.

A new TV spot, inspired by the Second Life virtual world, also incorporates the “Small Steps” message and features characters who find a “lost belly.”

CHILDREN AND FAMILIES

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PSAs teach children about the importance of eating well and being physically active. “Be a Player” spots feature characters from DreamWorks’ Shrek encouraging children to get active. “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 families are encouraged to visit www.HealthierUS.gov or www.smallstep.gov to find information on healthy eating and physical activity.



The new TV PSAs feature championship players L. Ochoa, K. Webb, N. Gulbis to encourage parents to “get up and play an hour a day” with their children.

A series of new PSAs launched in June with the LPGA (Ladies Professional Golf Association) to further promote the family message. TV, print and Web PSAs featuring championship players Lorena Ochoa, Karrie Webb and Natalie Gulbis urge parents to “get up and play an hour a day” with their children. The TV and print ads were created as a result of a grant from the UPS Foundation. The TV PSAs are also available in Spanish.

A contest in partnership with YouTube will kick off this summer in an effort to encourage children and teens to submit their own videos online. The videos will illustrate how participants have incorporated small steps into their own lives, highlighting the benefits of living a healthy lifestyle and motivating their peers to be more physically active and make better food choices.

Please continue your generous support of this critical campaign, which is inspiring countless Americans to lead healthy lifestyles.

Promoting Youth Civic Engagement

Good things come to those who get involved

Approximately 95% of young adults believe “what goes around comes around” and the vast majority believe in the concept of karma, according to a nationwide study conducted by the Ad Council and lightspeed research in March. Additionally, young adults are far more likely to attribute the positive experiences in their lives to their positive behaviors (75%) as opposed to having “good luck” (56%).



In an effort to increase civic engagement among 18–24-year-olds (the largest group of non-voters in America), the Ad Council and the Federal voting assistance Program launched a new series of PSAs in May. An extension of their ongoing campaign to encourage young adults to vote, these new ads aim to inspire young adults to become involved in their communities in any way they can, including voting in local elections, volunteering or reading the newspaper and discussing current events with friends.

Created pro bono by WestWayne in Atlanta, the TV, radio, print, outdoor and web ads humorously show audiences what happens to people when they are not civically engaged and urge them to “get good karma.” the campaign communicates to young adults that acting on what is important to them will protect them from having “bad karma,” or negative consequences. all of the PSAs end with the tagline “Stay on the universe’s good side. Volunteer. Vote. Get involved” and direct audiences to visit www.GetGoodKarma.org, a new interactive website, for tips on how to become civically engaged.

The site introduces young adults to a new world called “Karmalot,” which features activities and mini-games that reward visitors for being civically active. Activities such as volunteering and registering to vote can improve the visitor’s “karma score,” while points are deducted for inactivity and disengagement. Hidden links throughout the site direct young adults to additional websites, such as www.UnitedWay.org and www.DontAlmostGive.org, where they can find opportunities to get more involved in their communities.

Since its launch in 1980, the vote campaign has received more than \$500 million in donated advertising time and space. the Ad Council’s new compelling research reveals that the idea of having good karma is a concept that not only is credible for the target audience, but can be a motivating factor for civic engagement. Please continue your generous support of this campaign and help young adults “get good karma” by getting more involved!



Extending Our Message to the Hispanic Community

Did you know that the Ad Council produced its first Spanish-language PSA in 1968? That ad was a radio spot in support of the Rehabilitation of the Handicapped campaign. Today, close to half of all Ad Council campaigns — about 23 — include materials that extend the reach of their messages to the Hispanic community.

In an effort to promote these campaigns to Hispanic media, the Ad Council has developed PSA El Boletín, a quarterly e-newsletter that will focus on Spanish-language PSAs and aim to reach public service directors in the Hispanic media industry.

If you're interested in receiving a copy of this electronic publication, please contact Alberto Rojas at arojas@adcouncil.org.

Autism Speaks — It's Time to Listen

New Case Study Available

We are pleased to announce the publication of a new research report, that discusses the effectiveness of the Ad Council's Autism Awareness campaign. In just one year, the campaign has helped spark significant attitudinal and behavioral change among parents nationwide.

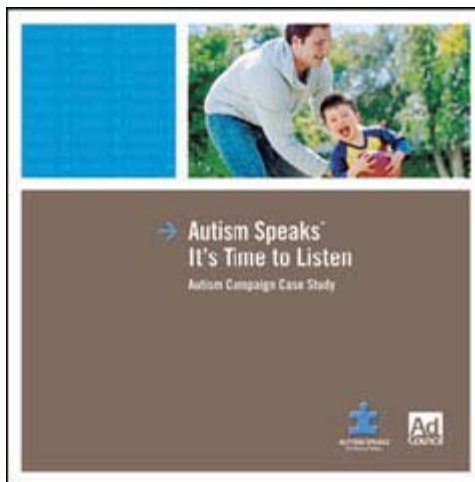
Launched in April 2006 in partnership with Autism Speaks, the campaign seeks to raise awareness of the fastest-growing developmental disorder in our country — autism. Autism currently affects 1 in 150 children under the age of 10. Prior to the campaign launch, many parents of young children were not aware of its prevalence and, therefore, the disorder was not top-of-mind.

In its first nine months, the campaign received more than \$46 million in donated media. As a result of the PSAs (and other initiatives implemented by Autism Speaks), Ad Council

tracking research found that — in just one year — there was a 35% increase in awareness of autism messages and a significant increase in the number of Americans who understood the prevalence of autism.

Additionally, the number of parents who spoke with their doctors about the disorder doubled and the Autism Speaks' website received a 588 percent increase in monthly visitors. This research demonstrates how public service advertising can help make a significant and immediate impact on a social issue.

If you would like to download a copy of the report, please visit the Research section of the Ad Council's website at www.adcouncil.org/default.aspx?id=391.



What Happened to the American Dream? New Poll Shows Young Americans Putting Off Their Future

Alarming evidence reported in a study conducted by Harris Interactive and commissioned by the American Institute of Certified Public Accountants (AICPA) concludes that Americans, especially young adults (ages 18–34), need to be better prepared for their current and future financial needs. According to the study, more than a third (38%) of young adults are putting off life decisions such as buying a home, paying for medical insurance, continuing higher education and even delaying marriage for financial reasons. More than half (54%) believe they can't afford to buy a home and one-quarter (25%) are considering a second or part-time job to cover current expenses.



These startling results further show the need for the Ad Council and AICPA's financial literacy Feed the Pig campaign. The study coincides with the launch of a new TV PSA designed to teach Americans between the ages of 25 and 34 how to take control of their finances and make saving a part of their lifestyle.

The PSA features Benjamin Bankes, the traditional childhood piggy bank, transformed into an attention-grabbing pig in a suit. All the PSA's end with the tagline "Find the benefits of saving for every stage of life" and direct the audience to the campaign website, www.FeedthePig.org, for free financial information and tools that will help them reach their saving goals.

New Report Shows that Most Ocean Debris Is from Shoreline Activities



The volunteers shown above were part of an army of 358,000+ that removed more than 7 million pounds of

debris from 24,560 miles of coastline, spanning 68 nations.

With the summer season in full swing, the Ocean Conservancy has released new data from the 2006 International Coastal Cleanup to raise awareness about the health of the oceans. The report provides insight into the sources of marine debris and illustrates that it is time for all Americans to help keep our oceans clean.

More than 80% of trash originating on land is found in the oceans and waterways. Sixty-one percent of the debris comes from recreational shoreline activities, while 29% of the trash results from smoking-related activities.

The 2006 Cleanup found 1,074 animals entangled in marine debris, including a one-year-old seal wrapped in fishing gear. Of all the animals found this year, the seal was the only survivor. Dangerous debris including discarded fishing gear, ropes, grocery bags and small pieces of plastic are responsible for thousands of animal deaths by entanglement or ingestion.

The National Marine Sanctuary Foundation, National Oceanic and Atmospheric Administration and Environmental Defense launched a PSA campaign created by Walt Disney's Buena Vista Home Entertainment in October 2006 to raise awareness about the connection between our activities and the health of our oceans. The PSAs, featuring characters from Disney's *The Little Mermaid*, are designed to inspire children and their families to prevent pollution before it harms the ocean and the creatures that live there.

Help us alleviate this problem by supporting our Oceans Awareness PSAs!

Stroke Is the Third Largest Killer in the U.S.



New PSAs remind Americans of the urgency of early recognition and response for stroke. The ads also include several warning signs, such as sudden arm or leg weakness.

According to the American Stroke Association (ASA), an individual suffers a stroke every 45 seconds in this country. In addition, there are 700,000 new or recurring strokes each year and stroke is a leading cause of long-term disability.

This past May, the Ad Council and ASA launched a new round of PSAs created pro bono by ad agency GSD&M in an effort to convey the urgency of early recognition and response for stroke. The television, radio and Web PSAs feature the tagline "Why ignore the signs of a stroke? At the first warning signs, call 911 immediately. Because time lost is brain lost." The PSAs also include several warning signs, such as sudden arm or leg weakness.

Initially launched in April 2003, the campaign seeks to raise awareness of the warning signs of stroke and empower bystanders and potential victims to seek immediate medical attention. All the PSAs direct audiences to visit www.StrokeAssociation.org to get more information on how you can prevent a stroke.

New Campaign Celebrates Inventions by African-Americans



By highlighting the leadership and accomplishments of important African-Americans inventions and innovations, the new work asks potential donors to consider the impact of minority education on their own lives.

The Ad Council and the United Negro College Fund (UNCF) have launched a series of PSAs designed to continue encouraging financial support of minority education. The new PSA campaign, created pro bono by Young & Rubicam, highlights the leadership and accomplishments of important African-Americans, their inventions and innovations. The ads ask potential donors to consider the impact of minority education on their own lives and to “Support minority education today, so we don’t miss out on the next big idea tomorrow.”

UNCF has had a profoundly positive impact on the lives of millions of minority students. The organization has helped more than 350,000 minority students graduate from college. However, despite these gains, a persistent gap in education remains between African-Americans and other students and between low-income students and their more affluent peers.

Your support of this long-running effort has helped UNCF ad campaigns attract millions of dollars in financial aid. According to UNCF, the high cost of college and the lack of financial assistance are the major reasons that students don’t enter or complete college. Please help us to make a difference by supporting these important PSAs.

PSABulletin

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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, Revolución

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



NEW MATERIALS

By practicing simple measures of conservation and using energy more efficiently, families can build strong energy habits and help their communities reduce energy consumption and waste. These PSAs humorously inform children and families of ways to defeat the energy hogs with easy energy-saving tips for the home.

FOR MORE INFORMATION, CONTACT:

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: 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

Hurricane Relief – Housing Discrimination

U.S. Department of Housing and Urban Development,
NY State Division of Human Rights



The Federal Fair Housing Act of 1968 prohibits housing discrimination based on race, color, national origin, religion, sex, family status and disability. Despite this, over 99% of an estimated two million instances occur each year without redress or restitution. The U.S. Office of Housing and Urban Development is sponsoring this campaign to increase Americans' awareness of the illegality and widespread but subtle forms of housing discrimination. Those who have witnessed discrimination or feel they have been discriminated against are encouraged to report it by calling HUD at 1-800-699-9777 or visiting www.hud.gov. By making individuals aware of housing discrimination, we can empower them to report it and help stop it.

FOR MORE INFORMATION, CONTACT:
451 7th Street S.W., Washington, DC 20410; (240) 708-2288;
Pamela Doong Walsh; Director, Program Standards Division,
pamela_d_walsh@hud.gov / Website: hud.gov
Volunteer Ad Agency : Merkley + Partners
Ad Council Campaign Manager: Dzu Vien Bui
Available Materials: TV, Radio
Spanish: Radio

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

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.keeпоceansclean.org, www.nmsfocean.org,
www.environmentaldefense.org
VOLUNTEER AD AGENCY: Disney
AD COUNCIL CAMPAIGN MANAGER: Tracy Della Torre
AVAILABLE MATERIALS: TV, WEB BANNERS

Youth Civic Engagement

Federal Voting Assistance Program
Department of Defense



This PSA campaign encourages 18–24-year-olds to do some good — specifically, to be civically active — by appealing to their sense of karma. Do something positive and keep — or get — your karma in a good place.

The new PSAs humorously show how being apathetic and not civically engaged gives you bad karma. The goal of this campaign is to inspire and encourage civic action, and also to increase traffic to the campaign's interactive website, www.GetGoodKarma.org, where you can test your karmic score and also learn more about ways to get involved in your community.

FOR MORE INFORMATION, CONTACT:

Meghan Gordon, Strategic Communications Planning Specialist,
Federal Voting Assistance Program, Department of Defense,
1155 Defense Pentagon, Washington, DC 20301-1155;
(703) 588-8130; Fax: (703) 696-1352; Meghan.Gordon@fvap.ncr.gov
Website: www.getgoodkarma.org / Volunteer Advertising
Agency: WestWayne, Atlanta, GA /
Ad Council VP, Campaign Director: Wendy Moniz
AVAILABLE MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB
BANNERS

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EDUCATION

Arts Education

Americans for the Arts



NEW MATERIALS

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 firstgeneration 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

www.KnowHow2GO.org or to call 800-433-3243.

Ad Council VP, Campaign Director: Penny Schildkraut
AVAILABLE MATERIALS: BROCHURE, OUTDOOR, POSTERS,
PRINT, RADIO, TV, WEB BANNERS
SPANISH: BROCHURE, 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: OUTDOOR, 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 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 the Inspiring Invention 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 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 8–11) 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 and the American people, and to sustain and preserve a universal

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

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.

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

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 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

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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



NEW MATERIALS

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 VP CAMPAIGN DIRECTOR: Deborah Leiter

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 CAMPAIGN MANAGER: Dzu Vien Bui

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: RADIO, TV, WEB BANNERS

Childhood Asthma

Environmental Protection Agency



The CDC estimates that children miss 15 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: Dzu Vien Bui

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: Dzu Vien Bui

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: Michelle Hillman

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

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 Choke 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



NEW MATERIALS

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 & Exploited Children®

U.S. Department of Justice



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
AD COUNCIL CAMPAIGN DIRECTOR: Melissa Otero
AVAILABLE MATERIALS: PRINT, RADIO, 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:

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



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

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 CAMPAIGN DIRECTOR: Katie VanLangen
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 Weber, mweber@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: Dzu Vien Bui
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:

Helene Cleveland, Fire Prevention Manager, U.S. Forest Service, Fire & Aviation Management.; 1400 Independence Avenue, SW, Washington, DC 20090-1107; (202) 205-1488

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: PRINT, RADIO, TV, WEB BANNERS, OUTDOOR

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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.



Running Out of Breath, Running Out of Time The LAM Foundation

The LAM Foundation's PSA campaign Running Out of Breath, Running Out of Time includes television, radio and print PSAs to increase awareness of a deadly lung disease that strikes young women in the prime of their lives. Symptoms of LAM are so common that hundreds of thousands of women are going undiagnosed or misdiagnosed with asthma, chronic bronchitis or emphysema. There is no treatment or cure for LA M. The LAM Foundation hopes that sharing the symptoms of LAM will help more women get an early and accurate diagnosis and seek appropriate medical care.

AVAILABLE MATERIALS: Print, Radio, TV

For more information, contact sponsor:

Leslie Sullivan-Stacey, JD, President/CEO, The LAM Foundation,
lsullivanstacey@thelamfoundation.org; Lissette Capati, Spectrum Science
Communications, lcapati@spectrumsience.com; (202) 955-6222;
The LAM Foundation, 4015 Executive Park Drive, Suite 320, Cincinnati,
OH 45241; (513) 777-6889 / Agency: Spectrum Science Communications
Website: thelamfoundation.org

Our World Needs Engineers, and That Means Our Students Need Math and Science A World in Motion, an SAE Foundation Program



The SAE Foundation's "A World in Motion" television PSAs aim to make children, parents and educators aware of the need for engineers, and more immediately, the need for math and science education for students in grades K-12 to keep engineers coming through the pipeline. It is a well-known fact in both education and industry that Americans from minority groups continue to be underrepresented in the science and engineering workforces.

AVAILABLE MATERIALS: TV

For more information, contact sponsor:

Nancy Lewis, Corporate Communications Manager, SAE International,
400 Commonwealth Drive, Warrendale, PA 15096, nlewis@sae.org or
pr@sae.org; (724) 772-4068 / Website: www.awim.org

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THE PLAIN DEALER MISS A DAY. MISS A LOT.

Interview with Shirley Stineman Director of Community Affairs, The Cleveland Plain Dealer

What is **The Plain Dealer's** corporate strategy as it pertains to public service advertising?

The Plain Dealer believes in not only reporting on the Greater Cleveland community but in getting involved in it too. Our newspaper assists hundreds of Greater Cleveland area organizations with financial support, advertising space and volunteerism.

How does the Ad Council help augment **The Plain Dealer's** community efforts? The Ad Council provides us with high quality public service advertising that reaches out and informs our citizens of issues of importance to the Greater Cleveland community.

What issues do you think deserve national focus?

Although there are multiple issues that deserve national attention, we focus our efforts on pressing local issues that affect our region such as education, health care and economic growth.

Is **The Plain Dealer** involved in any unique public service projects?

The Plain Dealer has been very involved in promoting the Northeast Ohio region through a new branding campaign called "Cleveland+." The campaign is focused on marketing our 16-county area for business attraction and tourism.

What would you like to share with others in the media about the value of making a strong and continuing commitment to public service?

The success of *The Plain Dealer*, as well as other businesses in our area, is dependent upon the overall strength of the community. We are committed to supporting Ad Council public service campaigns that positively impact the community and make a difference in the lives of our citizens.



On a recent market visit to Cleveland, Susan Hiltz, Ad Council-Central Region Managing Director, presented the Cleveland Plain Dealer with an engraved plaque and a certificate of appreciation in recognition of their outstanding support of Ad Council campaigns. Pictured from left to right: Bruce Ross, Vice President of Marketing, and Chuck Kandrach, Marketing Communications Coordinator.

→ A Letter from CTIA President and CEO Steve Largent

Dear Friends:



In May of 2005, the wireless industry joined with the National Center for Missing and Exploited Children (NCMEC) and the United States Department of Justice to announce that wireless devices capable of receiving text messages would play a central role in the effort to reunite abducted children with their families.

It is called the Wireless AMBER Alerts™ Initiative www.wirelessamberalerts.org and is designed so that wireless users can opt in to receive geographically specific Wireless AMBER Alert text messages when a child has been abducted in their area.

Statistics show that the first three hours after abduction are the most critical to recovering a child alive. It is our hope that by enlisting the millions of wireless subscribers across America in the Wireless AMBER Alerts Initiative we can greatly increase the likelihood of recovering an abducted child during this critical time period.

And this is where the media comes in. Few actions have brought more prominence and reach to the Wireless AMBER Alerts Initiative than the Ad Council's innovative advertising campaign and the good people in the media who have provided invaluable airtime.

In just the last three quarters of 2006, media outlets across the country have donated more than \$28 million in advertising time and space for the Wireless AMBER Alerts campaign. Your commitment to the campaign has directly led to thousands of people signing up to receive Wireless AMBER Alerts.

As a father and grandfather, I thank you for giving this campaign the exposure you have, and I firmly believe that your selfless actions will contribute to a child being safely reunited with his or her parents.

Thank you again.

Sincerely,

A handwritten signature in cursive script that reads "Steve Largent". The ink is dark and the signature is fluid and legible.

Steve Largent, President and CEO,
CTIA — The Wireless Association®