

PSA Bulletin

September / October 2007



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How to Keep the American Dream from Turning into a Nightmare

New Campaign Educates Homeowners

According to several housing industry estimates, more than one million households will face foreclosure in 2007. It's estimated that the number of homeowners who had to give up their homes this past April was 62 percent higher than it was at the same time last year. Furthermore, research conducted by Neighbor-Works® America shows that homes that are not directly foreclosed upon can also be affected by foreclosure. For example, homes located close to those that were foreclosed upon lose nearly one percent of their value for each foreclosed property.



As a result of these alarming statistics, the Ad Council, in partnership with NeighborWorks® America, launched a national PSA campaign in June to educate homeowners about where they can turn for help if they are at risk of foreclosure. More than six in ten delinquent homeowners are not aware of services that mortgage lenders can offer a person behind in their mortgage payments. This new campaign directs homeowners to quality help and guidance by having them call 888-995-HOPE.



▲ Created by mcgarrybowen, the new PSAs educate homeowners about where they can turn for help if they are at risk of foreclosure. The ads urge homeowners in financial trouble to call 888-995-HOPE

Created pro bono by ad agency mcgarrybowen, the new television, radio, print, outdoor and Web PSA s urge homeowners in financial trouble to call the hotline for more information about their options.

AdCouncil.org Extends Message to Hispanic Community

In an effort to expand the reach of its public service advertising campaigns to the Spanish-speaking community in the United

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States, The Advertising Council has launched a Spanish site on AdCouncil.org. The development of the site is part of the Ad Council's continuing commitment to the Hispanic Americans.



The new area mirrors the English-language website and it contains history and information about the organization, which highlights all current public service campaigns aimed at the Hispanic community. The site also directs visitors to various resources, such as campaign websites, sponsor information, the PSA s themselves, and includes a link to the PSA El Boletín, a new quarterly newsletter for public service directors at Hispanic media outlets.

The Ad Council has a long history of reaching out to the Hispanic community, beginning with the launch of its first Spanish-language PSA in 1968, which focused on rehabilitation of the handicapped. Since that time, the organization has been committed to delivering critical messages on education, community, health and safety to the Hispanic population nationwide.

September is National Preparedness Month



▲ The Ready Campaign PSAs use real people with honest, unscripted answers regarding their emergency preparedness plans.

To encourage Americans to prepare for emergencies in their homes, businesses and communities, the U.S. Department of Homeland Security is sponsoring the fourth annual National Preparedness Month during September. National Preparedness Month is a component of the successful Ready Campaign, a national public service campaign sponsored by the Ad Council and the U.S. Department of Homeland Security, that educates and empowers Americans to prepare for and respond to emergencies. The goal of National Preparedness Month 2007 is to increase public awareness about the importance of emergency preparedness and urge individuals to take steps to become prepared. Activities scheduled throughout the month will highlight multiple areas of preparedness, including kids, business, multicultural preparedness — to coincide with the start of Hispanic Heritage Month — and home and family preparedness, including older Americans, individuals with disabilities and special needs and pet owners.

The Ready Campaign was launched by the U.S. Department of Homeland Security and the Ad Council in 2003 and incorporates three key steps to prepare for the unexpected:

1. Assemble an emergency supply kit.
2. Make a family emergency plan.
3. Become informed about the different types of emergencies that could occur and the appropriate responses.

The Ready PSA s take a documentary style approach using real people with honest, unscripted answers in regards to their family's emergency preparedness plans. They direct audiences to www.Ready.gov, a comprehensive and easy-to-use site that gives Americans the information and tools they need to prepare for and respond to potential emergencies. The campaign also has a Spanish-language component, including PSAs for all media and its own website, www.Listo.gov.

We hope you will support these efforts to educate Americans about the importance of being prepared for emergencies by airing our Ready and Listo PSA s not just during National Preparedness month in September, but throughout the year.

Moving Detroit and Texas from Fat to Fit

According to research conducted by Michigan's Department of Community Health in May 2004, 62 percent of Michigan's population is overweight and roughly one out of every twenty children in Texas is developing signs of diabetes related to obesity. This summer, the Ad Council's local leadership committees addressed the country's obesity epidemic in two major markets.

In an effort to make a significant impact on the obesity epidemic, TV, radio and outdoor media across North Texas united to support the Ad Council, the Department of Health and Human Services and the cities of Arlington and Fort Worth via a media roadblock. Children and their families are encouraged to visit www.smallstep.gov/NorthTexas where they can find fun, interactive and beneficial information on healthy eating and physical activity. The north Texas childhood obesity PSA s will run within general media rotation.



Not to be outdone, Southeastern Michigan launched its first localized PSA campaign on obesity prevention created by the Ad Council emphasizing the benefits of regular exercise and a healthy diet for adults and children. The multimedia campaign features the michiganstepsup.org website and the 800 number to the Michigan health promotion clearinghouse. More than thirty Detroit media outlets pledged their support to the campaign. The PSAs will continue to run through September.

Buzzed Driving is Drunk Driving

New Case Study Available



We are pleased to announce the publication of a new research report, which discusses the effectiveness of the Ad Council's "Buzzed Driving is Drunk Driving" campaign. In just one year, the campaign sparked significant attitudinal and behavioral change nationwide.



Launched in December 2005 in partnership with the U.S. Department of Transportation's National Highway Traffic Safety Administration, the campaign expands the focus of the Drunk Driving Prevention "Friends Don't Let Friends Drive Drunk" campaign to target "buzzed driving." While the "Friends" campaign has significantly reduced alcohol-related fatalities during the last twenty years, drunk driving remains the most frequently committed crime in the U.S. Rather than target the intervener, the new buzzed driving PSA s aim to reach those most likely to drive impaired —

young adults ages 21–34 (primarily men).

Thank you for your extraordinary support of this campaign. In its first year alone, the campaign received an estimated \$80 million in donated media. As a result of your support, Ad Council tracking research found that approximately one-third of all adults surveyed recalled seeing or hearing the ads and four in ten men in the target age group were aware of the campaign. Of those who were aware of the PSAs, 74 percent reported that they had recently refrained from drinking and driving, compared to 55 percent who were not aware of the campaign. Those that saw the ads were also far more likely to discuss the risks of impaired driving with friends and family (68 percent versus 46 percent).

This research demonstrates the power of public service advertising to have a significant and immediate impact on a social issue. These critical messages reached their intended target, potentially saving many lives. If you would like to download a copy of the report and other case studies, please visit the Research section of the Ad Council's website at www.adcouncil.org/default.aspx?id=82.



Launching Pad

Inspiring Kids to Enjoy Reading



▲ The PSAs aim to inspire kids in grades 4 to 6 to get more enjoyment out of reading and thereby inspire them to become lifelong learners.

According to the National Institute for Literacy, success in school, and life, starts with literacy. When young people become good readers in the early grades, they are more likely to become better learners throughout their school years and beyond. While parental involvement is critical, it ultimately comes down to inspiring the individual not only to read books, but to also find their own passion about reading in all forms. In an effort to inspire young readers to become lifelong learners and to encourage reading, the Ad Council and the Library of Congress have launched a new series of public service advertisements (PSAs) to promote the Lifelong Literacy campaign.

Created pro bono by The Geppetto Group, Buena Vista Home Entertainment and the BYU Ad Lab, the new TV and web PSA s encourage young people to “explore new worlds” and visit www.Literacy.gov. The site features “The Storybook Adventure,” a dynamic new online activity that takes visitors on a series of expeditions through fantasy realms, each inspired by a classic work of fiction. In each realm, players answer trivia questions about the story and get the chance to collect treasures from the stories as the game unfolds. Links to scanned pages from rare books of the Library’s collection are included in the game so kids can read the original text to find the answers to the questions. At the end of their adventure, they use the Collage Maker to create an e-card with the treasures they collected. All e-cards become part of a gallery and can be sent to friends. “The Storybook Adventure” journeys bring reading to life in an educational way that is stimulating for young people.

Since its launch in 2000, the Lifelong Literacy campaign and its predecessor, the American History Resource campaign, have received close to \$230 million in donated advertising time and space. Thank you for your generous support of this critical issue. We urge you to continue your support and help children become lifelong learners through reading!

The Impact We’re Making Together



Check Us Out on the Web

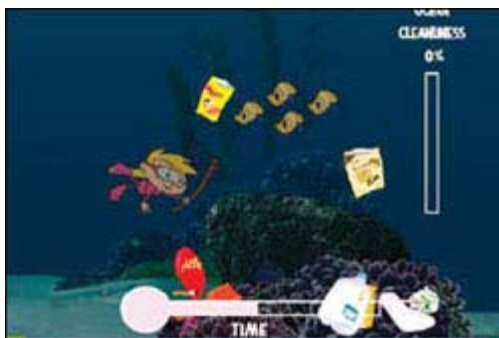
All Ad Council campaigns include websites designed to inform, educate and even entertain audiences to extend the reach of our campaigns beyond the PSAs. Here are three new interactive experiences and a special promotion that have recently launched.



www.literacy.gov

Lifelong Literacy—Storybook Adventure
Created with Funny Garbage in New York, NY
 Take an interactive trip through classic stories! Travel through scenes taken from *The Wizard of Oz*, *The Little Mermaid*, and *Aladdin*, answer trivia questions and collect treasures. Don't be fooled! Sometimes the right answer differs from what you learned from the movie. Click through to the scanned original rare books of the Library of Congress's collection to read the original text and find the correct answers.

At the end, use the Collage Maker to create an e-card with the treasures you've collected. All e-cards become part of a Gallery and can be sent to friends. Be inspired to read more classic stories with the Storybook Adventure!



www.KeepOceansClean.org

Keep Oceans Clean
Created by Animax Entertainment, Culver City, CA
 Dive in, have fun, help the ocean! Test your marine debris-catching skills with the new Keep Oceans Clean game. The game joins the interactive, educational website to make learning about ocean health exciting. The goal is to catch as much debris as you can before time runs out!

The game also teaches you how you can prevent different types of debris from getting into the ocean in the first place. Do a good job, and you are rewarded with a downloadable computer wallpaper. Immerse yourself in knowledge that will make the ocean cleaner for everyone!

www.weeworld.com

Youth Civic Engagement



Created with WeeWorld™

Online social networking has become one of the most popular forms of communication for young adults and teenagers and the Ad Council is keeping pace in a number of ways. Most recently, the Ad Council partnered with WeeWorld on behalf of its Youth Civic Engagement campaign. At WeeWorld, users can create their own custom avatar and use them to communicate in the virtual WeeWorld, or transfer them to their instant messaging programs. WeeMees can be customized to look like the user, or any other character. They can be shared by adding them to emails, and online social networking profiles, instant messages, websites, blogs and more. Some of the largest online communities, including Windows Live, AOL and Skype, are also using WeeMees.

The partnership allows WeeWorld users to show their support of the Youth Civic Engagement campaign by adorning their WeeMees with the slogan of the campaign, "GetGoodKarma," on their t-shirts, pets and placards.

Start using WeeWorld and "GetGoodKarma."

Visit: www.weeworld.com/promotions/adccouncil

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COMMUNITY

Adoption

HHS' Collaboration to AdoptUSKids



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:
 Barb Holtan, The Adoption Exchange Association,
 8015 Corporate Drive, Suite C, Baltimore, MD 21236;
 (888) 220-4005; 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 Flr West,
 Washington, DC 20447; (202) 401-9215 / WEBSITES :
www.adoptuskids.org — English; www.adopte1.org — Spanish
 TOLL-FREE NUMBER: (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

Environmental Involvement

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

HUD – Housing Discrimination

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



NEW MATERIALS

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
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

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

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.

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



Despite high aspirations to attend college, low-income and first-generation students are underrepresented on college campuses. This campaign encourages more 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 visit www.KnowHow2GO.org or to call 800-433-3243.

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
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
ALL MATERIALS AVAILABLE IN SPANISH

Financial Literacy-General

American Institute of Certified Public Accountants



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, AICPA,
1211 Avenue of the Americas, New York, NY 10036;
(212) 596-6110 / WEBSITE: www.feedthepig.org / VOLUNTEER
AD AGENCY: VGS Creative / AD COUNCIL CAMPAIGN MANAGER:
Meredith Perkins
AVAILABLE MATERIALS: TV, RADIO, PRINT, OUTDOOR,
WEB BANNERS

Foreclosure Prevention

NeighborWorks® America



NEW MATERIALS

Foreclosures are a very serious problem in our country. We estimate that a staggering one million families will face foreclosure this year. Not only do foreclosures have a disastrous financial impact on a family, but they also have harsh consequences for entire communities. This new PSA campaign strives to reach the roughly 50% of delinquent borrowers that avoid contact with their lender and encourage them to call 888-995-HOPE for guidance. There they will find quality counseling and financial advice from a trusted, third-party nonprofit on the opportunities available to avoid foreclosure. Everyone loses when homeowners foreclose just as everyone wins when communities are home to vital, healthy neighborhoods.

FOR MORE INFORMATION, CONTACT:

Kate Colarulli, NeighborWorks® America, 1325 G Street NW, Suite 800; Washington, DC 20005; (202) 220-2344; Fax: (202) 376-2160; kcolarulli@nw.org / WEBSITE: www.ForeclosureHelpandHope.org
VOLUNTEER AD AGENCY: [mcgarrybowen](http://mcgarrybowen.com) / AD COUNCIL
CAMPAIGN MANAGER: Meredith Perkins
AVAILABLE MATERIALS: TV, RADIO, OUTDOOR, PRINT, WEB BANNERS
SPANISH : RADIO

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

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

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.”

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



NEW MATERIALS

The Library of Congress is the largest library in the world, with nearly 128 million items on approximately 530 miles of bookshelves. Its mission is to make its vast resources available and useful to Congress and the American people, and to sustain and preserve a universal collection of knowledge and creativity for future generations. The objective of the Lifelong Literacy campaign is to inspire fun and promote literacy in all types of learning, especially reading. From books to magazines to comics, reading gives kids the opportunity to explore their imaginations. The PSAs encourage youth to log on to www.literacy.gov to discover, learn and explore.

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

Media Management

Coalition of Media Companies



NEW MATERIALS

Fifty-three percent 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 20036S
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



NYC 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 NYC 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 NYC's unsung heroes — its existing public school teachers. The audience is encouraged to visit www.teachnyc.net for more information on the NYC 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

By highlighting the leadership and accomplishments of important African Americans and their inventions and innovations, this campaign

FOR MORE INFORMATION, CONTACT:

Brenda Siler, National Director-Communications and

asks potential donors to consider the impact of minority education on their own lives. UNCF encourages all individuals to support educational opportunities for minority youth today so we do not miss out on the next big idea tomorrow. Because a mind is a terrible thing to waste.

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 NY
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



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



MATERIALS RENEWED

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: DIGITAL OUTDOOR, RADIO, TV, 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 outgrown their toddler seats 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



NEW MATERIALS

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: 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: U.S. Department of Health & Human Services, Humphrey Building, 200 Independence Ave., SW, Washington, D.C. 20201; (202) 690-7850; Ellen Field / WEBSITE:

from DreamWorks' Shrek encouraging children 6–11 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.

www.smallstep.gov

VOLUNTEER 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



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



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: RADIO, TV, WEB BANNERS

Patient Involvement

Agency for Healthcare Research and Quality



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 them 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
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



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, GSD&M
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: BROCHURE, TV, RADIO, PRINT, WEB

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 at www.wirelessamberalerts.org.

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.



Replanting Our National Forests Arbor Day Foundation

Our National Forests are national treasures. They inspire us with breathtaking beauty and towering majesty. They provide wood for our homes, habitat for wildlife, clean air, and drinking water for millions of us. But they are being destroyed as never before by disease, insects, and devastating fires. The Arbor Day Foundation's new PSAs use dramatic, captivating film to inspire people of all ages and all walks of life to help in replanting our National Forests, to restore their life-giving benefits and awe-inspiring splendor. The PSAs' compelling message asks people to go to the Arbor Day Foundation's Website, arborday.org to find out how they can help.

AVAILABLE MATERIALS: TV (English and Spanish), Radio (English) and Print
For more information, contact sponsor: Woodrow Nelson, Woodrow.Nelson@arborday.org, (888) 448-7337, Fax: (402) 474-0820 / AD AGENCY: J. Greg Smith, Inc. / WEBSITE : www.arborday.org



Star Campaign The Wellness Community

The Wellness Community's (TWC) Star Campaign, is a web-driven initiative that aims to enable cancer patients to honor the friends, family, and health care professionals — the Stars — in their lives who support them through their cancer journey. Currently more than 10 million cancer survivors live in the United States and nearly all of them have Stars in their lives. The television PSA features actress, breast cancer survivor and Star Campaign spokesperson Diahann Carroll, who encourages people with cancer to visit www.starcampaign.org to honor their Star, share and read inspirational caregiving stories and learn more about TWC's free services of support, education, and hope for cancer patients and their loved ones.

AVAILABLE MATERIALS: TV
For more information, contact sponsor: Natalie Haskins, Public Education and Awareness Manager, natalie@thewellnesscommunity.org or Michelle Pollak, Director of Marketing and Communications, michelle@thewellnesscommunity.org; The Wellness Community, 919 18th Street, NW, Suite 54, Washington, D.C. 20007; (202) 659-9709 / PR Agency: Weber Shandwick Powell Tate WEBSITE : www.starcampaign.org

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Interview with Julia Casale-Amorim, Chief Marketing Officer, Casale Media, Inc.

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

Casale Media believes in the powerful ability of online media to stimulate social change. Our desire to support community and non-profit sector initiatives presents us with the opportunity to extend our resources to the benefit of public service advertising online.

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

With the help of the Ad Council's network of organizations, Casale Media has been able to participate in a diversity of causes that are both pressing and relevant to society today. We have been involved in placing a wide variety of public service campaigns for the Ad Council, covering topics that encourage environmental preservation, child protection, and literacy/education, to name a few.

What issues do you think deserve national focus?

At Casale Media, we believe in fostering support for both ongoing issues such as the environment, healthcare, and poverty, as well as emerging issues like cyberbullying and online fraud. Because the Internet is still a relatively new, but nonetheless wide reaching, information medium, its accessibility and misuse needs to be adequately addressed so that the vulnerable sectors of society can be properly protected and educated.

Is Casale Media involved in any unique public service projects?

We are currently running the Small Step campaign for the Department of Health and Human Services, as well as the National Crime Prevention Council's Cyberbullying initiative.

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

Casale Media values and supports public service because we recognize the importance of both the individual and collective voice. The democracy in which we live gives us all the right to make informed decisions that have the power to instigate social change. At the same time, social awareness needs to be present to create strong voices that inspire action, which is the driving force of change.

→ A Letter from UNCF President and CEO Michael L. Lomax, Ph.D.



When your mission is as vital as the United Negro College Fund's is — helping young men and women get the college education they need and deserve — you're grateful for all the people who step forward to help. That's why, since UNCF started more than sixty years ago, we have been proud to count the Ad Council and the country's public service directors as our partners. The pro bono help we get from the Ad Council and the pro bono air time and print space we get from public service directors gets our message out and allows us to use our funds for what our generous donors intended when they made their contributions: to help students who are longer on potential than they are on financial resources.

Ad Council experts have worked with us, for example, as we developed our new PSA campaign, "The Mind of an African American." Narrated by actor Courtney B. Vance (of Law and Order: Criminal Intent fame), and developed by our longtime partners at Young and Rubicam, the TV and radio spots and print ads focus on how many parts of our

everyday lives — traffic lights, mailboxes, even the ice cream scoop — were invented by African Americans.

The spots and ads raise the question of who is educating the young men and women who will make tomorrow's discoveries and inventions, and they answer it: the United Negro College Fund.

It isn't only the Ad Council's expertise and the donated time and space that we are grateful for. In a world of almost wall-to-wall advertising, the imprimatur of the Ad Council and the fact that a spot or ad has been given the PSA designation, tells audiences that this is something they can trust.

UNCF is grateful for everything the Ad Council and public service directors have done for us in the past, and we are looking forward to having you on our side once again as we remind viewers, listeners and readers that "A mind is a terrible thing to waste®."

Thank you,

A handwritten signature in black ink, appearing to read "Michael L. Lomax". The signature is fluid and cursive, with the first name "Michael" being particularly prominent.

Michael L. Lomax, Ph.D.
President & CEO
The United Negro College Fund