

PSA Bulletin

November / December 2007



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Managing Diabetes "Know Your A1C"

New campaign raises awareness of an important tool to reduce risks of serious complications like heart attack and stroke



▲ New PSAs illustrate how A1C is a warning sign for diabetes complications.

Diabetes is a major health issue and has the potential to result in deadly consequences. Nearly 21 million children and adults in this country currently have diabetes and the population is growing rapidly. People can live for years without knowing they have unmanaged diabetes causing irreparable damage. When not properly managed, diabetes increases the risk of kidney failure, blindness, nerve damage and amputations, according to the Centers for Disease Control and Prevention (CDC). Also, two out of three people with diabetes die of a heart attack or stroke.

One of the most important tools for people with diabetes is the A1C test, which can serve as a warning sign for uncontrolled diabetes. The test measures a patient's blood glucose level over the previous three months and the goal for most people with diabetes is to maintain a consistent A1C score of less than 7 percent. Unfortunately, according to research conducted by the CDC, many people with diabetes are not aware of their risk for serious complications, nor do they know their A1C level.

In an effort to increase awareness about the critical importance of A1C, the Ad Council joined with the American Diabetes Association and the Juvenile Diabetes Research Foundation International, with the American Association of Diabetes Educators and the National Council of La Raza, to launch a national public education campaign in September.

The multimedia PSA campaign features provocative television, radio, print, outdoor and Web messaging using a strategic "warning signs" approach. The central theme builds on the failure of life's risks to come with warning signs, but for individuals with diabetes, A1C is a warning sign for out-of-control diabetes and complications like heart attack and stroke. Recognizing the high incidence of diabetes among the Hispanic population, the campaign also uses an integrated approach featuring Spanish-language messaging to reach the Hispanic community.

The campaign directs all audiences to visit a new interactive website, www.diabetesA1C.org, and call a toll-free number, 1-877-TEST-A1C (1-877-837-8212), for information on the importance of talking to a healthcare provider about the A1C test and the role it can play in reducing the risk of diabetes complications. The campaign is made possible by educational grants from Abbott Diabetes Care Inc., Bayer HealthCare LLC, Diabetes Care, LifeScan, Inc., Novartis Pharmaceuticals Corporation, Novo



▲ One new TV spot features a waitress warning a customer that his food has been sitting around for a week. The "warning signs" campaign urges patients with diabetes to know their A1C level.

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Nordisk Inc., Roche Diagnostics Corporation and sanofi-aventis U.S. LLC.

NFL Players Urge Children to “Get Up and Play an Hour a Day”

According to the U.S. Department of Health and Human Services' Dietary Guidelines for Americans, children and teens need at least 60 minutes of physical activity most days, preferably all days, to maintain good health.

In an effort to encourage physical activity among children, and thereby combat obesity and its resulting health risks, the Ad Council and the U.S. Department of Health & Human Services (HHS) have joined with the National Football League (NFL) to launch a new series of PSAs. Featuring NFL players Reggie Bush (New Orleans Saints), Antonio Gates (San Diego Chargers) and Jason Witten (Dallas Cowboys), the ads urge children and families to “get up and play an hour a day.”

The “Be a Player” campaign includes new television, radio, print, outdoor and Web advertising. The television spots will air during NFL games throughout the fall season. The PSAs target children ages 6–13 and communicate the message that physical activity is fun and easy, and that you don't need to be an athlete or join organized sports to be active. In addition to the NFL players, the ads introduce new animated characters, Mike “Good Manners” McMannis, a referee who flags kids for “lazy penalties” (see right) and Wanda, a superhero-like cheerleader, who join the players in urging children to get active. The characters will be featured in upcoming NFL youth fitness initiatives throughout the football season.



All the PSAs encourage youth to visit www.smallstep.gov for fun and interactive experiences to learn more about a healthy and active lifestyle. The site includes information and activities, including NFL player blogs, games and wallpapers.

The new PSAs are an extension of the Ad Council's Coalition for Healthy Children initiative, as well as the HHS Childhood Obesity Prevention campaign, which launched in 2004. The ads are also an important part of the NFL's Play 60 youth health and fitness initiative, a multiyear program to encourage youth to get 60 minutes of activity a day. The PSAs are available in both English and Spanish and were created pro bono by the NFL, Curious Pictures

and DCODE.

Increasing Awareness of Wireless AMBER Alerts

Advertising Week program generates more than 4,000 sign-ups!



▲ egrips®, featuring the campaign creative, urged New Yorkers to sign up for Wireless AMBER Alerts to help save abducted children.

In an effort to further the reach of the Wireless AMBER Alerts™ campaign, the Ad Council joined The Wireless Foundation, the National Center for Missing & Exploited Children and the U.S. Department of Justice to launch a weeklong program during Advertising Week (Sept. 24–28) in New York City. The program was designed to encourage all advertising and media industry executives, as well as wireless subscribers in the New York area, to sign up for free wireless text message alerts and help law enforcement safely recover abducted children.

Statistics show that when a child is abducted, the first three hours are most critical to recovery efforts. Since its creation in 1996, the AMBER Alert program has helped reunite more than 360 children with their families. The Wireless AMBER Alerts initiative is a way to extend the traditional AMBER Alert program by reaching out to the nearly 70 percent of the American population (242 million subscribers) that use wireless devices.

The program included the debut of new national and local PSAs for the campaign, which first launched last year. Created by Merkle + Partners, the TV, radio, print, outdoor and web ads urge audiences to visit www.wirelessamberalerts.org to sign up for the alerts. Additionally, the PSA s were featured on the Panasonic digital screen in Times Square and on 100,000 protective wireless device strips through a partnership with egrips® technology (www.egrips.com). The egrips® were distributed at high traffic locations throughout the city. Wireless carriers serving New York (AT&T, Sprint Nextel, T-Mobile and Verizon Wireless) also helped raise awareness of the campaign in their retail locations.

The program generated extraordinary awareness of Wireless AMBER Alerts and more than 4,000 wireless users subscribed in just one week! Please help support the new PSA s and further the reach of these critical messages in your community. You could help save an abducted child in your area.

Reducing Gun Violence

New PSAs Illustrate How “Gun Crimes Hit Home”



▲ New TV ads depict the tragic consequences of gun crime for the offender's family members.

Despite progress in the fight against gun crime, gun crime rates in our country continue to be among the highest in the industrialized world, having a particularly devastating effect on youth. In 2005, more than 30 percent of the 16,700 homicide victims were 13 to 24 years old, and these teen and young adult victims

were four times more likely to be murdered with a gun than with all other weapons combined.

To combat this problem of gun violence, the U.S. Department of Justice and the Ad Council, on behalf of the Project Safe Neighborhoods initiative, a nationwide commitment to reduce gun violence in America, have launched the next series of national PSAs that aim to deter potential offenders.

The TV, radio and outdoor PSAs were created by Boston-based ad agency Mullen and aim to reach at-risk youth (ages 14–25) and their families. The ads speak directly to the offender and draw attention to the negative consequences of gun crime as experienced by the families of offenders.

The campaign is based on research that shows that the fear of incarceration, or even death, is not always the most effective crime deterrent; rather, young adults are more likely to steer clear of gun crime if they are aware of the negative consequences—the loneliness, emotional pain and financial hardships—that their families face as a result of their crimes. The new TV spots deliver a poignant illustration of these devastating consequences and the radio spots build on this message and feature testimonials from actual offenders, currently in prison, relaying how their family members have suffered due to their incarceration.

All the PSAs conclude with the tagline “Gun Crimes Hit Home.” The ads are available in both English and Spanish and have been localized for 60 markets nationwide.



New Veterans Campaign Premieres during World Series



▲ Scenes from the new Veteran Support campaign illustrate the challenges faced by those returning from Iraq and Afghanistan and encourage the general public to provide support.

The Ad Council has partnered with Major League Baseball Charities and the Iraq and Afghanistan Veterans of America (IAVA) to develop a national public service campaign that aims to encourage all Americans to raise awareness of and provide support for veterans who served in Iraq and Afghanistan. Featuring a voiceover by Tom Hanks, the television PSAs premiered at the World Series in October.

According to the U.S. Department of Labor, Iraq and Afghanistan veterans under the age of 24 have an unemployment rate that is three times the national average. Thousands of younger veterans begin their military service after high school. Following their service, many express the desire to go back to school, but have difficulty accomplishing their goals. Additionally, one in three Iraq veterans and one in nine Afghanistan veterans will suffer from a mental health problem, ranging from depression to post traumatic stress disorder, upon their return home.

The new campaign addresses the reintegration of the soldiers returning home from the war. Created by ad agency Ogilvy & Mather in New York, the TV, radio and web banner PSAs depict the challenges faced by veterans and encourage the general public to visit a new website, www.welcomebackveterans.org, to find out how they can help and access resources that address the needs of veterans. IAVA and the Ad Council will launch additional PSAs for the campaign in the spring. We are confident that you will support this wonderful campaign.

Ad Council Partners with Acronym Media to Expand Search Engine Presence

In an effort to better connect Americans to thousands of volunteer and charity opportunities, the Ad Council has recently partnered with Acronym Media, a leading provider of search marketing solutions worldwide, to produce greater search engine optimization and paid search management to some of the Ad Council websites.

Beginning with www.DontAlmostGive.org, Acronym Media will be extending these services to additional sites in the Ad Council network in the coming months. At the www.DontAlmostGive.org website individuals can find ways to make a donation, search for volunteering opportunities in their community or get involved in a charity that aligns with their interests. The website is a valuable resource for people looking to connect with other organizations that will allow them to find ways of giving back.



Ultimately, it is the Ad Council's hope that the Generous Nation campaign will encourage the many Americans who are inspired to give... to give more frequently whether formally or informally. Through its partnership with Acronym Media the www.DontAlmostGive.org site will be a greater resource for those who are looking for ways to help others in need.

Project Roadblock

Local TV Puts the Brakes on Drunk Driving



Please remember to sign up for the 4th Annual Project Roadblock “Local TV Puts the Brakes on Drunk Driving” at www.tvb.org, which runs during the week of December 26th—January 1st. This year's roadblock will be distributed via digital distribution channels to guarantee that every local broadcast TV station in the country receives these potentially life-saving PSAs in time for this year's roadblock.

Thanks to your help, Americans have overwhelmingly embraced the “Friends Don't Let Friends Drive Drunk” intervention campaign, making it not only socially acceptable but actually a social expectation to take the keys from an impaired family member, friend or loved one. The current “Buzzed Driving Is Drunk Driving” campaign is now extending its focus from one's responsibility for his or her friends and family to the individual's personal responsibility to not drive impaired—defined as driving with an illegal BAC level of .08 and above.

Most people don't intend to drive home drunk, but too many drivers find themselves at the end of the night above the limit and without a sober designated driver. Unfortunately, many of these drivers convince themselves and friends that they are able to drive with the comment “I'm okay, I'm just buzzed.” Our goal is to redefine the commonly used term “Buzzed” as a cue to not drive.

Please continue to help us prevent drunk driving and save countless lives in your community by airing these spots as often as possible as part of TVB's Project Roadblock and throughout the rest of the year.

Generous Nation

Second Annual RAB Roadblock Coming Again This Holiday Season

The Ad Council is thrilled to announce that the Radio Advertising Bureau (RAB), on behalf of its radio station members, has agreed to once again partner for an industry-wide “roadblock” in support of the Ad Council's Generous Nation campaign.

While the campaign features the Ad Council logo, it was created on behalf of the entire nonprofit community. The PSA's encourage individuals to visit www.DontAlmostGive.org, a comprehensive website that connects listeners to thousands of non-profit organizations. The site has been built to enable visitors to donate to more than one million charities through partnerships with websites that aggregate ways to help others: Network for Good, VolunteerMatch and USA Freedom Corps.

On behalf of the RAB and the Ad Council, we thank you for your consideration and support of this important effort. With the radio industry's support, we are confident we will be able to inspire and motivate Americans to help those most in need during this holiday season.



▲ The Ad Council's Generous Nation PSAs will be available to radio stations this December.

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COMMUNITY

Adoption

HHS' Collaboration to AdoptUSKids



NEW MATERIALS

With 115,000 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.

FOR MORE INFORMATION, CONTACT: Barb Holtan, The Adoption Exchange Association, 8015 Corporate Drive, Suite C, Baltimore, MD 21236; (888) 220-4005; 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



NEW MATERIALS

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: Drafftcb, Chicago / AD COUNCIL CAMPAIGN MANAGER: Tracy Della Torre
AVAILABLE MATERIALS: PRINT, RADIO, TV, 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 lenders 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 / AD COUNCIL CAMPAIGN MANAGER: Meredith Perkins
AVAILABLE MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS
SPANISH: OUTDOOR, PRINT, RADIO, TV

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, 815 Second Avenue, New York, NY 10017 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



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 and women, and particularly minority men, 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: VGS Creative / AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS

Oceans Awareness

National Marine Sanctuary Foundation,
National Oceanic and Atmospheric Administration,
Environmental Defense



Oceans are essential to life on Earth, but are now at risk by human activity. Oceans do not have an infinite capacity to absorb the waste we allow to flow into them. When it comes to pollution, people generally don't realize that most ocean pollution originates on land, such as when plastic trash or motor oil is carelessly disposed of. The ads in this campaign are designed to raise awareness among Americans about the connection between our activities on land and the health of the oceans. Our objective is to inspire the audience to prevent pollution before it harms the oceans and the sea creatures that live there.

FOR MORE INFORMATION, CONTACT: National Marine Sanctuary Foundation, 8601 Georgia Avenue, Suite 501, Silver Spring, MD 20910; (301) 608-3040 Ext. 1; Lori Arguelles, President and CEO / WEBSITES : www.keeпоceansclean.org, www.nmsfocean.org, www.environmentaldefense.org / VOLUNTEER AD AGENCY: Disney AD COUNCIL CAMPAIGN MANAGER: Tracy Della Torre AVAILABLE MATERIALS: 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 / WEBSITES : www.AmericansForTheArts.org; www.artsusa.org/get_involved/visibility/visibility_002.asp/ VOLUNTEER AD AGENCY: Leo Burnett, Chicago / 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 firstgeneration 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 St., 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: www.KnowHow2GO.org / Volunteer Ad Agency : Publicis New York / Ad Council Campaign Director: Penny Schildkraut
AVAILABLE MATERIALS: BROCHURE, OUTDOOR, POSTERS, PRINT, RADIO, TV, WEB BANNERS

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



AWARD-WINNING CAMPAIGN

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

High School Dropout Prevention

United States Army

NEW MATERIALS



Each day, more than 1,200 young men and women give up on their high school educations 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 Manager: 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: Ashlee Thompson
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

FOR MORE INFORMATION, CONTACT: Public Affairs Office, Library of Congress, Washington, DC 20540-1610; (202) 707-9216; John Sayers, Public Affairs WEBSITE: www.literacy.gov / VOLUNTEER AD AGENCIES: The Geppetto Group; Walt Disney Studios Home Entertainment; BYU Ad Lab / Ad Council Campaign Manager: Ashlee Thompson

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.

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 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 / ASSISTANT CAMPAIGN MANAGER: Allison Mantz
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, Rm 320, Brooklyn, NY, 11201; (718) 935-4080 or 4193; Vicki Bernstein, Deputy Executive Director, Vbernst@schools.nyc.gov / WEBSITE: www.teachnyc.net / VOLUNTEER AD AGENCY: Della Femina Rothschild Jeary and Partners / AD COUNCIL CAMPAIGN MANAGER: Jessica Berta

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 AGENCY: JWT, Chicago / 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 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.

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 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; 1200 New Jersey Avenue, 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: 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 a healthy diet and being physically active through complementary efforts. The "Be a Player" PSAs feature players from the National Football League (NFL), the Ladies Professional Golf Association (LPGA) and characters from Dream- Works' Shrek. They encourage children ages 6 to 11 years old to get up and play for at

FOR MORE INFORMATION, CONTACT: U.S. Department of Health and Human Services, 200 Independence Avenue, S.W., Washington, D.C. 20201; (202) 690-6221; Ellen Field **WEBSITE:** www.smallstep.gov / **Volunteer Ad Agencies:** McCann Erickson, New York, GSD&M's Idea City / **AD COUNCIL CAMPAIGN MANAGER:** Trace Della Torre

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

least one hour every day, and demonstrate the fun that 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 SmallStep.gov where they can find fun, interactive and beneficial information on healthy eating, and physical activity.

BANNERS

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

Crime Prevention

National Crime Prevention Council



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. 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 WEBSITE: www.ncpc.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.

Diabetes Management

Diabetes Care Coalition



NEW MATERIALS

Everyday risks may not come with warnings, but for individuals with diabetes, A1C is a warning sign for out of control diabetes. The campaign, created with the American Diabetes Association and Juvenile Diabetes Research Foundation International, explains that managing A1C levels can reduce the risk of diabetes complications such as heart attack or stroke. Recognizing the high incidence of diabetes among the Hispanic population the campaign also uses an integrated approach featuring Spanishlanguage messaging to reach the Hispanic community.

FOR MORE INFORMATION, CONTACT: Tom Boyer, Executive Director, Diabetes Care Coalition, 425 Market Street, Suite 2211, San Francisco, CA 94105; (415) 512-5230 WEBSITES : www.diabetesA1C.org and www.midiabetesA1C.org VOLUNTEER AD AGENCY: McCann Erickson New York / AD COUNCIL CAMPAIGN MANAGER: Deborah Leiter 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: 1200 New Jersey Avenue, 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 responding to emergencies, including natural disasters and potential terrorist attacks. *Ready* asks individuals to do three key things: get an emergency supply kit, make a family emergency plan, and be informed about different types of emergencies and their appropriate responses.

FOR MORE INFORMATION, CONTACT: Erin Streeter, U.S. Department of Homeland Security, Office of Public Affairs; (202) 282-8010 / **WEBSITES :** www.ready.gov, www.listo.gov / **VOLUNTEER AD AGENCIES :** BBDO, New York; Elevación Ltd. / **AD COUNCIL CAMPAIGN DIRECTOR:** Christine Neal
AVAILABLE MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS
SPANISH: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

Emergency Preparedness-Business

U.S. Department of Homeland Security



There are over 20 million small businesses in the United States. The *Ready Business* campaign aims to raise the business community's awareness of the need for emergency planning and motivate businesses to take action. The campaign encourages business owners and managers to visit www.ready.gov; plan to stay in business; talk to their employees; and protect their investment.

FOR MORE INFORMATION, CONTACT: Erin Streeter, Office of Public Affairs, U.S. Department of Homeland Security; (202) 282-8010 / **WEBSITE:** www.ready.gov / **AD COUNCIL CAMPAIGN DIRECTOR:** Christine Neal
AVAILABLE MATERIALS: RADIO, PRINT, OUTDOOR, WEB BANNERS

National Mental Health 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

FOR MORE INFORMATION, CONTACT: U.S. Department of Health & Human Services; Substance Abuse and Mental Health Services Administration; 1 Choke Cherry Road, Rm. 6-1071, Rockville, MD

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.

20857; (240) 276-1947; Chris Marshall; cmarshal@samhsa.gov / 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, portion control 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, D.C. 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 campaign is designed to raise awareness among teens and parents about the prevalence of online sexual exploitation in an effort to better protect against online sexual predators.

FOR MORE INFORMATION, CONTACT: (1) 699 Prince Street, Alexandria, VA 22314; (703) 274-3900; 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, AHRQ 540 Gaither Road, Rockville, MD 20850; farah.englert@ahrq.hhs.gov; (301) 427-1865 / WEBSITE: www.ahrq.gov/questionsaretheanswer / VOLUNTEER 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



NEW MATERIALS

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) 514-2007; Office of Public Affairs, Erik Ablin / 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 VP, 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 AGENCIES : 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



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 BANNERS, OUTDOOR

Veteran Support—MLB Charity

Major League Baseball



Major League Baseball Charities, in partnership with The Advertising Council and the Iraq Afghanistan Veterans of America (IAVA), is supporting a national public service advertising (PSA) campaign. The effort is designed to raise awareness and to encourage all Americans to provide support for veterans who served in Iraq and Afghanistan in

FOR MORE INFORMATION, CONTACT: 245 Park Avenue, New York, NY 10167; (212) 931-7914; Jacqueline Parkes / Website: www.welcomebackveterans.org / Volunteer Ad Agency : Ogilvy & Mather / Ad Council Campaign Director: Katie VanLangen
AVAILABLE MATERIALS: TV, RADIO

three areas: education, employment and mental health.

Wildfire Prevention

USDA Forest Service, National Association of State Foresters



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.; Yates Building, FAM-2 SW, 201 14th Street SW, Washington, DC 20250; (202) 205-1488 WEBSITE: www.smokeybear.com / VOLUNTEER AD AGENCIES: Draftfcb; Ruder Finn Interactive / AD COUNCIL VP, CAMPAIGN MANAGER: Meredith Perkins
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



NEW MATERIALS

The Wireless AMBER Alerts™ initiative is a catalyst for the wireless industry's more than 242 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 Alerts text messages at www.wirelessamberalerts.org.

FOR MORE INFORMATION, CONTACT: David Diggs, Executive Director; 1400 16th Street, NW, Ste. 600, Washington, DC 20036; (202) 736-2983; ddiggs@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: URTheSpokesperson.com / VOLUNTEER ADVERTISING AGENCY: North Castle Stamford, CT / AD COUNCIL ASSISTANT CAMPAIGN MANAGER: Emily McKee
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.



Check Yearly. See Clearly. Vision Council of America

The Vision Council of America and AARP's television, radio and print PSAs aim to educate older Americans about the importance of regular vision care. The messages alert Americans to the high prevalence of age-related vision problems; it is estimated that one in three Americans over 40 has a sight-threatening condition like glaucoma or cataracts. The Check Yearly. See Clearly. campaign emphasizes that only an eye doctor can spot these conditions, and may even detect the early signs of hypertension and diabetes. On the webpage, adults can learn more about vision care for the entire family.

AVAILABLE MATERIALS: Print, Radio, TV

For more information contact sponsor: Maureen Beddis, Director of Marketing and Communications or Susan Martonik, Senior Manager of Public Relations, Vision Council of America, 1700 Diagonal Road, Suite 500, Alexandria, VA 22314; (703) 548-4560 E-mails: mbeddis@visionsite.org or smartonik@visionsite.org / Ad Agency: August, Lang & Husak / Website: www.checkyearly.com

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Interview with Ardelle Hirsch, Director of Community and Client Services, FOX23 WXXA

VTV—The Variety Channel

What is FOX23 WXXA's corporate strategy as it pertains to public service advertising?

Broadcasters enjoy a unique and powerful responsibility to serve our communities of license. We at FOX23 respect that trust and continually seek out new ways to extend our public service advertising. As part of our strong commitment to community, we partner with a large number of local organizations and agencies in the creation and dissemination of a wide variety of public service messaging, fundraising efforts and public service initiatives. Our public service messages are available on multiple platforms, including FOX23 WXXA as well as on our digital subchannel, VTV: The Variety Channel and FOX23News.com, our web channel.

How does the Ad Council help augment FOX23 WXXA's community efforts?

FOX23 appreciates having immediate access to the memorable, critically acclaimed and life-enhancing messages available through the Ad Council.

In 2006, FOX23 was honored to receive the Ad Council's New York State Bell Award which is "presented annually to those media outlets that exemplify extraordinary generosity and leadership in disseminating the organization's public service messages." The Ad Council consistently culls the most immediate and urgent issues, provides the highest quality creative and responds promptly to emerging issues with exceptional messaging.

What issues do you think deserve national focus?

There are countless urgent issues that compete for the attention of those committed to public service. Among my many concerns, the two most compelling issues for me are childhood obesity and the unprecedented repercussions associated with the aging of the Baby Boomers.

Is FOX23 involved in any unique public service projects?

FOX23 recently initiated a domestic violence prevention campaign, "Honoring Life, Giving Hope" (available for viewing on FOX23News.com). This campaign stemmed from a poignant local tragedy that shocked our community. Additionally, we air two telethons annually that raise a total of more than \$4 million for local services for two of our key community partners: The Center for Disability Services and Albany Medical Center. We also sponsor the local Tour de Cure for the American Diabetes Association, presently the third-largest Tour in the country.

→ A Letter from our President & CEO, Peggy Conlon

As 2007 comes to an end, I want to take this opportunity to express my gratitude for your continued belief in the power of public service advertising to effect positive social change. It is because of your generous support that we are able to raise awareness, inspire action and even save lives. For more than 65 years, the Ad Council has been keeping a finger on the pulse of the nation's social condition and as a result our docket reflects the current social climate—not just on a national level, but on the community level where change truly begins. Within the last year, we launched new campaigns that address foreclosure prevention, youth reckless



driving, college access, diabetes management and even cyberbullying, to name a few. And we are continuing our efforts to inform parents about recognizing the early signs of autism, keeping teens safe online, inspiring a new generation of blood donors, destigmatizing mental illness, and the list goes on. As long as these social issues exist and new issues are identified, we need to continue to work together to deliver our critical messages to society. Ad Council campaigns generate measurable change.

As a result of your support:

- More than 10,500 families have begun the adoption process.
- Applications to be a mentor increased by an amazing 75%.
- In the first seven months of our Wireless Amber Alerts campaign, more than 94,000 people subscribed to the Wireless amber Alert system.

These statistics are proof positive that your continued support of our PSA s is generating positive social change. On behalf of the Ad Council, our nonprofit and government campaign sponsors and the countless individuals whose lives are made better because of your support of our PSAs, thank you from the bottom of our hearts.

Sincerely,

A handwritten signature in black ink that reads "Peggy Conlon". The signature is fluid and cursive.

Peggy Conlon
President & CEO
The Advertising Council