

PSA Bulletin

January / February 2008

Ad Council

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

Featured Campaigns

Current Campaigns

Endorsed Campaigns

Making A Difference

PSA Central

A Virtual Community of Support for Teens

U.S. Army's Campaign to Give Teens a "Boost" to Stay in School



▲ BoostUp.org is the campaign's hub, facilitating conversations, aggregating support and providing a resource for parents and teens. their lives.

Every 29 seconds another student gives up on school, which translates to more than one million students dropping out every year, according to The Urban Institute. As an extension of their ongoing High School Dropout Prevention campaign, the Ad Council and the U.S. Army launched a new series of PSAs in November. The traditional ads, along with a new array of interactive media strategies, are designed to give at-risk teens throughout the country the "boost" they need to stay in school and graduate.

Created by JWT New York, the new TV, radio, print, outdoor and Internet PSAs feature ten at-risk high school seniors, the "Class of '08," documenting their struggles to stay in school. The PSAs direct audiences to visit www.BoostUp.org to give a virtual boost to these teens and find out how to support the teens in

In an effort to extend the reach of this effort and provide more opportunities for at-risk teens to get a "boost," the campaign is now also integrating the most popular social networking and user-generated content sites, as well as mobile messaging. Through MySpace, Facebook and YouTube, users have increased opportunities to give members of the "Class of '08" a "boost." The campaign is also building a community of support for all teens, allowing users to send a message via e-mail and text messaging to any teen in need.

BoostUp.org has been redesigned to serve as a hub, facilitating conversations and aggregating support, in addition to serving as a resource for both parents and teens. All of these elements work together to encourage peer discussion about the importance of a high school diploma.

Since its launch in 2000, the campaign has received more than \$400 million in donated media support and provided countless teens with the encouragement they need to stay in school. Please continue your generous support of this critical effort and help students throughout the country get the boost they need.

New Nutrition Education Campaign

Promoting a Healthier Lifestyle to Children and Families

In an effort to promote healthier lifestyles, the United States Department of Agriculture's (USDA) Food Nutrition and Consumer Services and the Ad Council have launched a campaign to encourage parents to provide healthy options for their families and to motivate their children to seek a healthy balance of

INSIDE THIS EDITION:

► April is Autism Awareness Month



► Media Donates \$2 Billion in FY 2007



► Help Prevent Wildfires



Past Issues

< select an issue >



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proper nutrition and amounts of physical activity. Approximately two-thirds of adult Americans are overweight or obese, and nearly 17% of children and adolescents are overweight. Research indicates that being overweight during childhood and adolescence is associated with being overweight during adulthood.

Created pro bono by Saatchi and Saatchi, the Nutrition Education PSAs aim to inspire parents to encourage healthy habits by emphasizing that “good nutrition can lead to great things” for their children. The campaign places an emphasis on reaching low-income families, who tend to be at greater risk for overweight and obesity.



▲ The MyPyramid.gov website is an interactive tool for parents and children.

In addition, the Ad Council and USDA partnered with Walt Disney Home Entertainment Studios on a series of PSAs featuring the lovable characters and songs from Walt Disney's classic *The Jungle Book*. These new spots, available for television, radio, outdoor and Internet media, highlight for kids and families the importance of balancing good nutrition and physical activity by emphasizing that a healthy lifestyle can help them be the best at everything they love to do.

The PSAs were distributed to media outlets in December. They direct audiences to the USDA's www.MyPyramid.gov website for fun interactive tools to help guide healthy choices.

April is Autism Awareness Month



▲ This creative for the Ad Council's Autism Awareness campaign was launched in April.

As you prepare for your station's programming in April, we hope you remember that April is Autism Awareness month.

The Ad Council and Autism Speaks, with the creative excellence of BBDO, have put together a wonderful campaign that includes television, radio, print and Internet advertising. The ads aim to motivate parents and caregivers of children aged six and under to learn the signs of autism. The ads also tell parents “you know the odds of autism, now learn the signs.” The PSAs contrast the odds of many things that parents think about each day—such as the dreams they have for their children and the measures they take to protect them—with the startling odds of a child being diagnosed with autism, which are now 1 in 150, according to the Center for Disease Control (CDC) release in February 2007.

Audiences are directed to visit the website www.autismspeaks.org to learn the signs of autism and to find out about early intervention. The ads initially launched last year and are available at www.psacentral.org.

Ad Council Honors Merkley + Partners

Awarding Gold Bell for Creative Excellence



▲ The creative team from Merkle + Partners accepts the award for creative excellence at the Ad Council's 54th Annual Public Service Award Dinner.

The Ad Council has presented its 2007 Gold Bell for Creative Excellence to ad agency Merkle + Partners during its 54th Annual Public Service Award Dinner at the Waldorf-Astoria Hotel in New York City. The dinner, honoring Richard D. Parsons of Time Warner, was hosted by NBC Nightly News anchor Brian Williams, and served as a tribute to the industries and individuals who support the Ad Council and its public service advertising campaigns.

Merkle + Partners was recognized for its outstanding work on the Ad Council's Online Sexual Exploitation campaign.

The PSAs direct teen girls to "Think Before You Post" and ask viewers and listeners to visit www.cybertipline.com to get tips on how to prevent, detect and report suspicious online behavior. The agency was selected from among 40 volunteer agencies that create PSAs for the Ad Council.



Media. Thank You!

Media Donates Record-Breaking \$2 Billion to Ad Council PSAs in FY 2007

We are delighted to announce that campaigns produced by the Ad Council received a record-breaking **\$2 billion** in donated media time and space during the fiscal year ending June 30, 2007. This unprecedented support marks a significant contribution from the media community.

Thank you for continuing to value the critical social issues addressed by our campaigns and the award-winning creative produced pro bono by our leading ad agencies. On behalf of our nonprofit and federal government partners, and the countless individuals whose lives are touched by our campaigns, we thank you!

COMMUNITY

EDUCATION

HEALTH &
SAFETY

Launching Pad

Giving Kids the World We Want Them to Live In



▲ New TV ad shows a child's perspective on the consequences of environmental neglect.

The Ad Council and Earth Share are launching a new TV PSA designed to illustrate the human consequences of environmental neglect, and offer Earth Share as a simple way to care for the home we all share. The PSA dramatizes the impact that environmental neglect is having on our health and natural resources and motivates people to get involved in protecting the environment now. Created pro bono by Draftfcb Chicago, the Earth Share PSA again features the voiceover work of actor and conservationist Harrison Ford.

Haunting images of a polluted and abused environment blanket a young girl's bedroom walls as she calls viewers to action: "You promised me the world — is this what you had in mind?" As part of the Environmental Involvement campaign, Earth Share's new PSA stresses the importance of caring for environmental health to ensure preservation of natural resources and the highest quality of life for all people. Earth Share supports hundreds of the country's most respected local, national and international environmental and conservation nonprofits in workplace giving campaigns across the country, and its website offers links to its member groups, environmental news, resources, volunteer opportunities and much more.

We urge our media partners to support our Environmental Involvement PSAs (available for radio, print and Web) throughout the year and during April, Earth Month, to inspire people to get involved with one simple way to help improve the environment we live in and make it better for future generations.

Urging Hispanic Adults to Adopt Children in Foster Care



New PSA "Airplane"



New PSA "Birthday"



New PSA "Tie"

In an effort to encourage the adoption of Hispanic children currently in foster care, the Ad Council, in its ongoing partnership with the U.S. Department of Health and Human Services' (HHS) Administration for Children and Families (ACF) and the Collaboration to AdoptUsKids, launched new PSAs designed to encourage Spanishspeaking families and individuals to consider adoption from the U.S. foster care system.

According to the ACF, approximately 300,000 children in the United States enter the foster care system each year. Each year, more than 24,000 of these children "age out" of the system without ever having been placed with permanent, loving families to support them in the transition to adulthood. The majority of children in foster care are of color; 15% of the children waiting to be adopted are Hispanic. Created pro bono by ad agency Revolución, the new PSAs highlight the emotional and psychological rewards of adoption through foster care by showcasing everyday yet special family moments. The new multimedia campaign includes Spanish television, radio and print PSAs, and issues a national call-to-action for parents to adopt children. The campaign emphasizes the message that families or individuals can achieve a sense of fulfillment by adopting a child through foster care. The PSAs end with the poignant message, "Complete a Life. Complete Your Own."

The PSAs direct audiences to visit www.adopte1.org or call 1-877-ADOPT1 (1-877-236-7831) for more information on how to become an adoptive parent.

Make Wildfires Disappear — Not Forests

After almost 40,000 acres and hundreds of homes were burned in California mainly due to humancaused wildfires, the Ad Council is strongly encouraging our media partners to incorporate our Wildfire Prevention campaign into their Earth Day promotions. Wildfires remain one of the nation's most critical issues.



▲ Smokey Bear directs viewers to the campaign website, www.smokeybear.com

The principal factors contributing to human-caused wildfires are leaving camp fires unattended, burning trash on windy days, carelessly discarding smoking materials and BBQ coals, and operating equipment without spark arrestors. Our PSA campaign is a great way to educate parents and children about the importance of safety and responsibility when it comes to preventing wildfires.

We hope you will support these efforts to educate Americans about the importance of wildfire prevention by airing our PSAs not just during April for Earth Day, but throughout the year.

The Impact We're Making Together

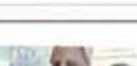
Public Service Advertising Works

NextReplyLinkFlagMoveProjects

To: The Ad Council

Date:

Subject: Public Service Advertising Works



Financial Literacy

I am 23 years old, and just graduated from the University of California, Berkeley a few months ago. FeedthePig.org is a fantastic resource and website. I mean, wow, 23 years old, student debt, first time out in the work force, planning on graduate school—I am the typical American girl out of college—and from typical American parents who didn't save anything and don't know how to save. This is just an amazing resource. I am so excited. I've been printing off the "tips" pages for the last hour so I can take them home and read them. Thank you. Sincerely. I know the work you must put into it, and I want you to know this young person for one appreciates it deeply. I'm going to tell all my friends about the site too, of course! Best, —Maha



Online Sexual Education

I just want to say the "Everyone" PSA is one of the best ads I have ever seen! Kids just don't get it that what they post online is there for everyone to read (parents included). Great job! —Dolores

[Featured Campaigns](#)

[Current Campaigns](#)

[Endorsed Campaigns](#)

[Making A Difference](#)

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

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COMMUNITY

Adoption

HHS' Collaboration to AdoptUSKids



NEW MATERIALS IN SPANISH

There are 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: English: www.adoptuskids.org; Spanish: www.adopte1.org / TOLL-FREE NUMBERS: English: (888) 200-4005; Spanish: (877) 256-7831 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: Robin Perkins, Communications Director, 7735 Old Georgetown Road, Suite 900, Bethesda, MD 20814; (240) 333-0300 WEBSITE: www.earthshare.org / VOLUNTEER AD AGENCY: Drafftcb, Chicago / AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre
AVAILABLE MATERIALS: PRINT, RADIO, TV, WEB BANNERS

Foreclosure Prevention

NeighborWorks® America



Foreclosures are a very serious problem in our country. We estimate that a staggering one million families will face foreclosure this year. Not only does a foreclosure have a disastrous financial impact on the family, but it can also have harsh consequences on the entire community.

This new PSA campaign strives to reach the roughly 50% of delinquent borrowers that avoid contact with their lenders, and encourages them to call 888-995-HOPE for guidance. There they will find quality counseling and financial advice, from a trusted third-party nonprofit, on ways 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 Cuevas
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 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



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 pollutants that contribute to global warming.

FOR MORE INFORMATION, CONTACT: 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, more than 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: Pamela Doong Walsh, Director, Program Standards Division, 451 7th Street SW, Washington, DC 20410; (240) 708-2288; 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



AWARD WINNING CAMPAIGN

Oceans are essential to life on Earth, but are now being put 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: Lori Arguelles, President and CEO, National Marine Sanctuary Foundation, 8601 Georgia Avenue, Suite 501, Silver Spring, MD 20910; (301) 608-3040 Ext. 1 / WEBSITES: www.keeпоceansclean.org; www.nmsfocean.org; www.environmentaldefense.org / VOLUNTEER AD AGENCY: Buena Vista Home Entertainment / AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre
AVAILABLE MATERIALS: TV, WEB BANNERS

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

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.

EDUCATION

Arts Education

Americans for the Arts



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

FOR MORE INFORMATION, CONTACT: Nina Ozlu, 1000 Vermont Avenue NW, 12th Floor, Washington, DC 20005; (202) 371-2830;
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
SPANISH: 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 post-secondary 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: Susan Conner, EVP,
Impact Strategy, Lumina Foundation for Education, 30 South Meridian
St., Ste. 700, Indianapolis, IN 46204; (317) 951-5303 / WEBSITE:
www.luminafoundation.org; Melanie Corrigan, Associate Director,
American Council on Education, One Dupont Circle NW, Washington,
DC 20036; (202) 939-9554; www.acenet.edu / Website:
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: Mary McDonald, Director, Advertising, United Way of America, 701 North Fairfax Street, Alexandria, VA 22314; (703) 836-7100 ext. 331 / 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-WINING 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 Cuevas
AVAILABLE MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS
SPANISH: RADIO

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 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: Dr. Naomi Verdugo, The Pentagon—(OASA), (MRA), (HR), 111 Army Pentagon, Rm 2E482, Washington, DC 20310; (703) 693-2456 / 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. 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 parts of their lives and to visit a new website, www.InventNow.org, to recognize that “Anything’s Possible. Keep Thinking.”

FOR MORE INFORMATION, CONTACT: U.S. Patent and Trademark Office, 600 Dulaney Street, Alexandria, VA 22312; (571) 272-6564 / National Inventors Hall of Fame Foundation, 221 South Broadway, Akron, OH 44308-1505; (330) 762-4463 / 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



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

FOR MORE INFORMATION, CONTACT: John Sayers, Public Affairs Specialist, Public Affairs Office, Library of Congress, 101 Independence Ave. SE, Washington, DC 20540-1610; (202) 707-9216 / WEBSITE: www.literacy.gov VOLUNTEER AD AGENCIES: The Geppetto Group; Walt Disney Studios Home Entertainment; BYU Ad Lab / AD COUNCIL CAMPAIGN Manager: Ashlee Thompson
AVAILABLE MATERIALS: PRINT, RADIO, TV, WEB BANNERS

their imaginations. The PSAs encourage youth to log on to www.literacy.gov to discover, learn and explore.

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 / ASS ISTANT CAMPAIGN MANAGER: Allison Mantz
AVAILABLE MATERIALS: RADIO, TV, WEB BANNERS
SPANISH: TV

New York City Teacher Recruitment

New York City Department of Education, Appleseed



New York City has the largest public school system in the nation, with more than one million students. Success for these children starts with a solid education and outstanding teachers. This campaign strives to help NYC attract a large pool of highly qualified teachers. The tagline, "Join New York's Brightest — Teach NYC," pays homage to NYC's unsung heroes — its existing public school teachers. Potential teachers are encouraged to visit www.teachnyc.net.

FOR MORE INFORMATION, CONTACT: Vicki Bernstein, Deputy Executive Director, New York City Department of Education, 65 Court Street, Rm 320, Brooklyn, NY, 11201; (718) 935-4080 or 4193; Vbernst@schools.nyc.gov WEBSITE: www.teachnyc.net / VOLUNTEER AD AGENCY: Digitas AD COUNCIL CAMPAIGN MANAGER: Jessica Berta
AVAILABLE MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

Supporting Minority Education

United Negro College Fund



By highlighting the leadership and accomplishments of important African Americans. 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: 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

[Featured Campaigns](#)

[Current Campaigns](#)

[Endorsed Campaigns](#)

[Making A Difference](#)

[PSA Central](#)

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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 Flr., 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

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 while in a car are not. The goal of this PSA campaign is to teach 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 Cuevas
AVAILABLE MATERIALS: MAGAZINE, NEWSPAPER, RADIO, TV, WEB BANNERS
SPANISH: RADIO, TV, WEB BANNERS

Childhood Asthma

U.S. Environmental Protection Agency



The CDC estimates that American children miss a combined 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: Campbell Ewald / 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) and the Ladies Professional Golf Association (LPGA) and characters from DreamWorks’ Shrek. They encourage children ages 6 – 11 years old to get up and play for at 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 www.SmallStep.gov, where they can find fun, interactive and beneficial information on healthy eating and physical activity.

FOR MORE INFORMATION, CONTACT: London Liebengood, U.S. Department of Health and Human Services, 200 Independence Avenue SW, Washington, DC 20201; (202) 260-1315; London.Liebengood@hhs.gov / 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 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.

FOR MORE INFORMATION, CONTACT: Michelle Boykins, Director, Media Relations and Marketing, National Crime Prevention Council,

Further efforts include general crime and bullying prevention messages. Bullying is a widespread problem for our nation's youth and 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.

2345 Crystal Drive, 5 Flr, Arlington, VA 22202-4801; (202) 261-4184; mboykins@ncpc.org WEBSITE: www.ncpc.org / VOLUNTEER AD AGENCY: Saatchi & Saatchi / AD COUNCIL CAMPAIGN MANAGER: Ashlee ThompsonMichelle Boykins, Director, Media Relations and Marketing, National Crime Prevention Council, 2345 Crystal Drive, 5 Flr, Arlington, VA 22202-4801; (202) 261-4184; mboykins@ncpc.org WEBSITE: www.ncpc.org / VOLUNTEER AD AGENCY: Saatchi & Saatchi / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson AVAILABLE MATERIALS: OUTDOOR, PRINT, RADIO, TV, VIRAL VIDEOS, WEB BANNERS

This campaign is substantially funded by the U.S. Department of Justice.

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: Kathryn Henry, Consumer Division, Office of Communications and Consumer Information, 1200 New Jersey Avenue SW, Washington, DC 20590; (202) 366-6918 / 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 appropriate responses to each.

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 more than 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 investments.

FOR MORE INFORMATION, CONTACT: Erin Streeter, Office of Public Affairs, U.S. Department of Homeland Security; (202) 282-8010 / WEBSITE: www.ready.gov / VOLUNTEER AD AGENCY: Neiman Group / 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

Recovery from mental illness 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 mental illness by demonstrating the roles they can play in their friends' recoveries.

FOR MORE INFORMATION, CONTACT: Chris Marshall, U.S. Department of Health and Human Services; Substance Abuse and Mental Health Services Administration; 1 Choke Cherry Road, Rm 6-1071, Rockville, MD 20857; (240) 276-1947; marshal@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. The campaign aims to inspire behavioral change among overweight adult Americans by inspiring 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: London Liebengood, U.S. Department of Health and Human Services, 200 Independence Avenue SW, Washington, D.C. 20201; (202) 260-1315; London.Liebengood@hhs.gov 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 under-reported. 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) Lisa Cullen, Communications Manager, 699 Prince Street, Alexandria, VA 22314; (703) 274-3900; lcullen@ncmec.org; (2) Kim Smith, Office of Public Affairs, 950 Pennsylvania Ave. NW, Washington, DC 20530; Kimberly.A.Smith@usdoj.gov WEBSITE: www.cybertipline.com / VOLUNTEER AD AGENCY: Merkley + Partners / AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
AVAILABLE MATERIALS: MAGAZINE, NEWSPAPER, OUTDOOR, RADIO, TV, 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 errors, 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 for people 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: OUTDOOR, 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: Tate Chambers, 950 Pennsylvania Ave. NW, Washington, DC 20530; (202) 514-2007 / 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; 1724 Massachusetts Ave. NW, 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 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 are white Americans.

FOR MORE INFORMATION, CONTACT: Julie Grabarkewitz, Director of Advertising, 7272 Greenville Avenue, Dallas, TX 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: OUTDOOR, PRINT, RADIO, TV, 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, 1 Choke Cherry Road, Room 8-1029, Rockville, MD 20857; (240) 276-2128; mweber@samhsa.gov / 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 in three areas for veterans who served in Iraq and Afghanistan: education, employment and mental health.

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

Wildfire Prevention

USDA Forest Service, National Association of State Foresters



The principal causes of human-caused wildfires are unattended

FOR MORE INFORMATION, CONTACT: Helene Cleveland, Fire

campfires, trash burning on windy days, BBQ coals and equipment operated without spark arrestors. This campaign is designed to increase public awareness and prevention of wildfires by asking people to take personal responsibility for practicing good fire safety habits.

Prevention Manager, U.S. Forest Service, Fire & Aviation Management, Yates Building, FAM-2 SW, 201 14th Street, Washington, DC 20250; (202) 205-1488 WEBSITE: www.smokeybear.com / VOLUNTEER AD AGENCIES: Draftfcb; Ruder Finn Interactive / AD COUNCIL CAMPAIGN MANAGER: Meredith Cuevas
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 abducted children. 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, TV

Youth Reckless Driving Prevention

State Consumer Protection Agencies and Attorneys General Offices



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 Flr, Washington, DC 20036 / WEBSITE: URTheSpokesperson.com / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson
AVAILABLE MATERIALS: PRINT, RADIO, TV, WEB BANNERS, OUTDOOR

January / February 2008

Ad Council

PSABulletin

» [Public Service Events Calendar](#)

» [Ad Council Contacts](#)

Featured Campaigns


Current Campaigns

Endorsed Campaigns

Making A Difference

PSA Central

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



Hispanic Youth HIV/AIDS Awareness

National Institute on Drug Abuse

Substance abuse represents one of the main routes of exposure to HIV/AIDS. Drug and alcohol users engage in riskier behaviors because drugs disrupt the areas of the brain used in decision making. Nearly 20% of all people diagnosed with HIV in the United States are Hispanic, making it critical to provide educational resources to this multifaceted community. The “Drugs + HIV > Learn the Link” campaign now features “After the Party,” in bilingual or Spanish versions, to educate Hispanic youth about the link between noninjection drug abuse and HIV. Viewers are invited to visit www.hiv.drugabuse.gov for more information.

AVAILABLE MATERIALS: TV, PRINT, WEB BANNERS, WEBISODES, OUTDOOR
FOR MORE INFORMATION, CONTACT: Jan Lipkin, Deputy Chief, Public Information & Liaison Branch, National Institute on Drug Abuse, 6001 Executive Boulevard, Room 5213, Bethesda, MD 20892-9561; (301) 594-6848 / e-mail: jlipkin@nih.gov / Ad Agency: IQ Solutions, Inc. WEBSITE : www.hiv.drugabuse.gov

PSA Bulletin

January / February 2008



» [Public Service Events Calendar](#)

» [Ad Council Contacts](#)

Featured Campaigns

Current Campaigns

Endorsed Campaigns

Making A Difference

PSA Central



Keisha Williams
Community Relations Director at CW Atlanta

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

At WU PA we traditionally focus on the local issues that pertain to our viewers in a manner that speaks to the entire family. We target many of our messages directly to children and then reinforce those ideals in shorter format to parents and young adults.

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

Though the Ad Council is known for impactful, high-quality PSA s, they also continually support our community outreach through resources such as Web banners, organization experts and b-roll for public service programming.

What issues do you think deserve national focus?

Education will always be at the top of that list. Obesity, financial literacy, drunk driving prevention and drug prevention would round out my top five.

Is WUPA involved in any unique public service projects?

Most recently we have a strong focus on HIV /AIDS prevention as well on educating our viewers about online sexual exploitation of children.

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

It is imperative that as broadcasters we use our voices to engage our communities in efforts that will better our world. We have such an amazing influence on society; it's an honor and a privilege to use that influence to serve the public that supports us.

→ Youth Reckless Driving Prevention Campaign — Getting Results

Dear Friends:

On behalf of a coalition of State Attorneys General and consumer protection agencies, I would like to thank you for your continuing support of our Youth Reckless Driving Prevention campaign.

Car crashes are the number one killer of teens in our country. Our campaign with the Ad Council, "U R the Spokesperson," seeks to empower teen passengers (ages 15 – 21) to speak up when they are in a car and don't feel safe. Ultimately, our goal is to reduce instances of reckless driving and save lives.



Each year, communities throughout the nation mourn the loss of some of their most promising youth in senseless tragedies resulting from reckless driving. Lives that are so full of potential are cut short needlessly because of distractions, bravado or any number of reckless behaviors.

Thanks to you, the campaign is already having a significant impact. In the first eight months following the launch, more than 266,000 visitors clicked onto our interactive website, www.urthespokesperson.com. More importantly, according to a recent nationwide Ad

Council tracking study, we have seen a significant increase in the proportion of teens who said they spoke up every time a friend was driving recklessly.

As with the Ad Council's highly successful "Friends Don't Let Friends Drive Drunk" campaign, this effort seeks to change the social norm by targeting the intervener, not the reckless driver. I'm confident that with your continued support we can make it socially acceptable for our youth to speak up against reckless driving, and thereby reduce these senseless tragedies in the days, months and years to come. Thank you!

Regards,

A handwritten signature in dark ink, reading "Rob McKenna". The signature is written in a cursive, flowing style.

Rob McKenna
Attorney General of Washington