

# PSA Bulletin

March / April 2008



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## Underage Drinking Prevention

### Alcohol Initiation Rates Highest During Summer



▲ An outdoor PSA urges parents to begin a dialogue early about the dangers of underage drinking.

According to the National Surveys on Drug Use and Health (2004 – 2005) published by the Substance Abuse and Mental Health Services Administration (SAMHSA), those who start drinking before the age of 15 are five times more likely to have alcohol problems later in life than those who begin drinking at age 21 or older. In support of the Surgeon General's "Call to Action to Prevent and Reduce Underage Drinking," the Ad Council and SAMHSA are continuing their campaign designed to reduce underage drinking by increasing communication between parents and youth. The campaign encourages parents to speak with their children early and often about the dangers of underage drinking.

During the prom and graduation season, as well as the summer when teens have extra time, research shows that young people begin experimenting with alcohol. New SAMHSA data found that one third of all underage drinking initiation occurs in the summer months, with July having the highest occurrence of first-time alcohol use (13%). That's why it's important for you to run these critical PSA now.

Studies consistently show that children are less likely to drink when they have a close relationship with a parent or guardian. However, research shows that parents of teens generally underestimate the extent of alcohol used by youth and its negative consequences, with the vast majority viewing underage drinking as inevitable. Furthermore, many parents also find it difficult to know how or when to start a conversation with their children about underage drinking.

Featuring the key message "Start Talking Before They Start Drinking," the campaign seeks to overcome parents' misconceptions about underage drinking and create a greater sense of urgency around the issue. Parents are encouraged to visit the website, [www.stopalcoholabuse.gov](http://www.stopalcoholabuse.gov), to get information about teens



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and alcohol, as well as tips on how to initiate conversations with their children.

## TV Stations Put the Brakes on Buzzed Driving

### Holiday Roadblock Generates Immediate Results



▲ TV spots show young adults how "buzzed driving is drunk driving."

Although we have seen a significant decrease in alcohol-related fatalities over the years, driving while impaired is still one of the most frequently committed crimes in our country, killing one person every 41 minutes and affecting one in three Americans. In 2006, nearly 14,000 people died in highway crashes involving drunk driving.

In an effort to extend the reach of the "Buzzed Driving Is Drunk Driving" television PSA s to Americans during the holiday week last December, the Ad Council and the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA ) partnered with the Television Bureau of Advertising for the fourth straight year on an industry "roadblock," during which all local broadcast

TV stations were encouraged to donate airtime for the spots.

Stations in markets representing 99% of America registered for the roadblock, including stations in all the top 100 markets. Early reports indicate that the PSA s were aired more than 31,000 times, with a donated media value of \$3 million.

As a result of this support, coupled with law enforcement programs and NHTSA 's paid drunk driving prevention ads, people are acting on the message, particularly men in the target age group (ages 21 – 35).

According to Ad Council tracking surveys conducted each January, one half of young men (51%) recall seeing or hearing the campaign's advertising. Of those familiar with the PSA s, nearly 9 in 10 (86%) call the campaign extremely/very/somewhat effective. More important, the proportion of young men who reported having refrained from impaired driving recently (within the past month) nearly doubled, from 17% in January 2006 to 30% in January 2008. Furthermore, the number of young men who reported trying to stop someone from driving impaired recently (within the past month) also increased significantly — from 20% in January 2006 to 32% in January 2008.



This year's Project Roadblock incorporated digital PSA distribution and a viral text message that was deployed on New Year's Eve to remind local TV viewers to refrain from drunk driving.

In 1982, the Ad Council launched one of its most successful campaigns, featuring the tagline "Friends Don't Let Friends Drive Drunk." The campaign has evolved and continues to motivate countless Americans to intervene to stop a friend from driving drunk. Thank you for your ongoing support of this critical message — it is truly making a difference and saving lives.

## Home Foreclosures Are Rising

### What You Can Do to Help

As you may know, U.S. Treasury Secretary Henry Paulson recently sent a letter to media outlets nationwide, encouraging local TV and radio stations to run the Ad Council's Foreclosure Prevention PSA s in an effort to encourage Americans at risk of foreclosure to call 888-995-HOPE for quality help and guidance regarding their options. Here is an excerpt from the Secretary's letter.

We echo Secretary Paulson's call for your support. As you



▲ This TV PSA urges homeowners in financial trouble to call 888-995-HOPE.

know, PSA s have the power to change lives. Your continued support of this campaign could mean the difference for countless Americans in jeopardy of losing their homes. Thank you.

"Millions of people are struggling with their mortgages and need to know where to turn for help. I am writing to ask you to devote some of your public service airtime to public service announcements that inform struggling homeowners where to turn for help. For example, the Ad Council has prepared a public service announcement that informs struggling homeowners of a phone number to call to talk to a mortgage counselor about solutions. With your help we can broaden this public service announcement campaign and spread the word that hope is but a phone call away."

### May Is Mental Health Awareness Month!



▲ Help support Mental Health Awareness Month with these engaging PSAs.

Mental illnesses such as depression, anxiety, and bipolar disorder are widespread in America. An estimated 24.6 million adults ages 18 or older experience serious psychological distress (SPD), which is highly correlated with serious mental illness.

Alarmingly, only one quarter of young adults between the ages of 18 and 24 believe that a person with mental illness can eventually recover. By partnering with the Substance Abuse and Mental Health Services Administration (SAMHSA), the Ad Council is addressing this misperception with its National Mental Health Anti-Stigma Campaign. The campaign's engaging PSA s encourage 18 – 25-year-olds to step up and support their friends who are living with a mental illness. Depicting situations that are familiar to the campaign's target demographic, the PSA s demonstrate the various roles that individuals can play in a friend's recovery.

Viewers and listeners are encouraged to continue to support their friends who are living with a mental illness and to visit [www.whatadifference.org](http://www.whatadifference.org) for more information. Please help support this critical campaign during Mental Health Awareness Month and throughout the year.

[Inspiring Invention Website](http://www.adcouncil.org)



## A Great Success with Children

In April 2007 the Ad Council, in partnership with the U.S. Patent and Trademark Office and the National Inventors Hall of Fame Foundation, launched a unique PSA campaign designed to inspire the next generation of scientists, researchers, engineers and inventors and to make inventing and developing new ideas a part of American children's lives.

Thanks to your support the campaign website, [www.InventNow.org](http://www.InventNow.org), has had registered more than 37,000 inventors and more than 600,000 visits since its launch. By the end of 2007, [www.InventNow.org](http://www.InventNow.org) was receiving an average of 2,800 daily visits from children looking to develop their creativity and invent something new. These results clearly demonstrate your role in inspiring children all around America to express their creativity for invention. Thank you.



▲ Children can create environmentally focused inventions in the Environment World at [www.InventNow.org](http://www.InventNow.org).



## Did You Take the Time to Be a Dad Today?



▲ These new PSAs encourage fathers to "take time to be a dad today."

According to the National Fatherhood Initiative (NFI), more than 79% of Americans feel "the most significant family or social problem facing America is the physical absence of a father from the home." Furthermore, research shows that the lack of a father in the home correlates closely with crime, educational and emotional problems, teenage pregnancy, and drug and alcohol abuse.

In response, the Ad Council and NFI have launched new TV, radio and print PSAs to communicate to fathers that their presence is essential to their children's well-being and to provide all fathers with the information they need to become better dads. The new PSAs emphasize to fathers that "the smallest moments can have the biggest impact on a child's life." The PSAs conclude with the tagline "Take time to be a dad today" and direct fathers to visit [www.fatherhood.gov](http://www.fatherhood.gov) or call 1-877-4DAD411 to learn how to become better dads.

Since 1996, the Ad Council and NFI have partnered on this important effort to show dads the critical role they play in their children's lives. Thank you for continuing to support this important issue.

## Signs of Child Abuse Are Not Always Apparent

Childhelp Campaign Promotes New National Child Abuse Hotline

According to Childhelp there are over three million reports of child abuse each year. Experts estimate that the actual number of incidents of abuse is three times that, because often there are no obvious signs of abuse. In an effort to

protect our nation's greatest resource, its children, the Ad Council has partnered with Childhelp to promote the Childhelp National Child Abuse Hotline, 1-800-4-A-CHILD and the website [www.childhelp.org](http://www.childhelp.org) through a PSA campaign. The PSA s highlight the importance of being aware of and reporting suspected abuse.



▲ New TV commercials show how child abuse is not something that is easily noticeable.

The Childhelp National Child Abuse Hotline receives nearly 200,000 calls each year and is staffed by professional crisis counselors who are able to provide crisis intervention and support 24 hours a day, 7 days a week. Your support of these PSA s can help to stop child abuse and may save the life of an abused child in your community.

## Our Billboards Are Going Green!

The Ad Council Partners with the OAAA to Help the Environment

The Ad Council's critical campaigns appear on thousands of billboards throughout the nation. Now, a growing number of our messages are printed on Eco-Flexx, a newly developed core of woven polyethylene. This cutting-edge material helps to reduce the billboard industry's reliance on environmentally harmful materials.

"Like the Ad Council, Eco-Flexx is committed to making a difference in the communities it serves. Our 100% recyclable polyethylene (PE) substrate is lighter in weight, easier to hang and has a carbon footprint that is 60% less than PVC Flex," says Hank Ridless, President of Circle Graphics, the company that created Eco-Flexx.

The switch to Eco-Flexx also leads to shipping efficiencies that help the environment. The light weight of an Eco-Flexx banner (which is roughly one third as much as the traditional 75-pound billboard vinyl) allows the industry to reduce its reliance on gas-guzzling machinery like large trucks.



▲ Eco-Flexx billboards have a carbon footprint that is 60% less than traditional billboards.

As Stephen Freitas, Chief Marketing Officer of the OAAA , explains, "The outdoor industry is committed to environmental stewardship through meaningful programs, such as recycling, that demonstrate discernable reductions in the industry's carbon footprint."


Thanks to the outdoor industry for their longstanding commitment to the Ad Council. We are delighted to be able to work together to communicate our critical messages to the American people using a more environmentally friendly material.


## The Impact We're Making Together

**PUBLIC SERVICE ADVERTISING WORKS**

Next Reply Link Flag Move Projects

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

 **Adoption**  
*I have been interested in adoption for quite some time, but after I heard an Ad Council commercial on the radio for adoption, it inspired me to do more. I have now attended a foster parenting class, and I am eager to continue with the process and hopefully adopt a child from foster care.*  
— Michele Kilgore

 **High School Dropout Prevention**  
*Before the Boost up program, I was drinking, smoking and cutting class. Boost up showed me that other people were going through the same stuff I was and changed my mind frame toward school. My grades went from C's, D's and F's to straight A's by the end of the year.* — Travis Broadwater

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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](http://www.adoptuskids.org); Spanish: [www.adopte1.org](http://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



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: Robin Perkins, Communications Director, 7735 Old Georgetown Road, Suite 900, Bethesda, MD 20814; (240) 333-0300 WEBSITE: [www.earthshare.org](http://www.earthshare.org) / VOLUNTEER AD AGENCY: Drafftcb, Chicago / AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre  
AVAILABLE MATERIALS: PRINT, RADIO, TV, WEB BANNERS

## Fatherhood Involvement

U.S. Department of Health and Human Services' Office of Family Assistance, National Responsible Fatherhood Clearinghouse



NEW MATERIALS

In an effort to show dads the critical role they play in their children's lives, the Ad Council has partnered with the National Responsible Fatherhood Clearinghouse and volunteer ad agency Campbell-Ewald to create a new PSA campaign that communicates to fathers how essential they are to their children's well-being. The campaign provides fathers with the information they need to become more active dads, on a daily basis. The new PSAs emphasize to fathers that "the smallest moments can have the biggest impact on a child's life." The ads conclude with the tagline, "Take time to be a dad today" and encourage fathers to visit [www.fatherhood.gov](http://www.fatherhood.gov) or call 1-877-4DAD411 to learn how to be more involved dads.

FOR MORE INFORMATION, CONTACT: 101 Lakeforest Blvd., Suite 360, Gaithersburg, MD 20877; (240) 912-1270; Vincent DiCaro, Director of Public Affairs WEBSITE: [www.fatherhood.gov](http://www.fatherhood.gov) / VOLUNTEER AD AGENCY: Campbell-Ewald, Detroit / AD COUNCIL CAMPAIGN DIRECTOR: Melissa Otero AVAILABLE MATERIALS: OUTDOOR, 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.

This PSA campaign strives to reach the roughly 50% of delinquent borrowers who 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](mailto:kcolarulli@nw.org) / WEBSITE: [www.ForeclosureHelpandHope.org](http://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. The message is simple: don't almost give—give. At [www.DontAlmostGive.org](http://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 with this important message.

FOR MORE INFORMATION, CONTACT: The Advertising Council, 815 Second Avenue, New York, NY 10017 WEBSITES: [www.DontAlmostGive.org](http://www.DontAlmostGive.org); [www.adcouncil.org](http://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](http://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](http://www.fightglobalwarming.com) VOLUNTEER AD AGENCY: Ogilvy & Mather, New York / AD COUNCIL CAMPAIGN MANAGER: Jessica Berta AVAILABLE MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

## Mentoring

Big Brothers Big Sisters of America



There are approximately 14 million young people at risk of not reaching productive adulthood. There is an urgent need for men 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](http://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 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.keepeceansclean.org](http://www.keepeceansclean.org); [www.nmsfocean.org](http://www.nmsfocean.org); [www.environmentaldefense.org](http://www.environmentaldefense.org) / VOLUNTEER AD AGENCY: Buena Vista Home Entertainment / AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre  
AVAILABLE MATERIALS: TV, WEB BANNERS

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## EDUCATION

### Arts Education

Americans for the Arts



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

FOR MORE INFORMATION, CONTACT: Nina Ozlu, 1000 Vermont Avenue NW, 12th Floor, Washington, DC 20005; (202) 371-2830;  
 WEBSITES: [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org);  
[www.artsusa.org/get\\_involved/visibility/visibility\\_002.asp/](http://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](http://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](http://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](http://www.acenet.edu/) 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](http://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](http://www.bornlearning.org) / **VOLUNTEER AD AGENCY:** McCann Erickson New York / **AD COUNCIL CAMPAIGN MANAGER:** Jessica Berta  
**AVAILABLE MATERIALS:** OUTDOOR, TV, RADIO, PRINT, WEB BANNERS  
**ALL MATERIALS AVAILABLE IN SPANISH**

## Financial Literacy-General

American Institute of Certified Public Accountants



Remember the excitement you had as a child when you dropped coins into a piggy bank? We knew then something many of us have forgotten: small change adds up. We want to encourage you, and millions of young working Americans, to begin saving again. It's time to bring the piggy bank back into your life. The Ad Council and the American Institute of Certified Public Accountants (AICPA) have launched Feed the Pig™, the first national public service advertising campaign dedicated to changing and improving the financial behaviors of young working Americans ages 25–34. America, it's time to Feed the Pig.

**FOR MORE INFORMATION, CONTACT:** Cheryl Reynolds, Communications Director, AICPA, 1211 Avenue of the Americas, New York, NY 10036; (212) 596-6110 / **WEBSITE:** [www.feedthepig.org](http://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](http://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 part of their lives and to visit a new website, [www.InventNow.org](http://www.InventNow.org), to recognize that "Anything's Possible. Keep Thinking."

FOR MORE INFORMATION, CONTACT: U.S. Patent and Trademark Office, 600 Dulany 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](http://www.InventNow.org) / VOLUNTEER AD AGENCY: Publicis and Hal Riney / Ad Council Campaign Manager: Ashlee Thompson  
AVAILABLE MATERIALS: TV, RADIO, WEB BANNERS

## 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

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](http://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

to magazines to comics, reading gives kids the opportunity to explore their imaginations. The PSAs encourage youth to log on to [www.literacy.gov](http://www.literacy.gov) to discover, learn and explore.

## 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](http://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](mailto:Vbernst@schools.nyc.gov) **WEBSITE:** [www.teachnyc.net](http://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](mailto:brenda.siler@uncf.org) / **WEBSITE:** [www.uncf.org](http://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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## 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](http://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: RADIO, 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 SE, Washington, DC 20590; (202) 366-6916 WEBSITE: [www.boosterseat.gov](http://www.boosterseat.gov) / VOLUNTEER AD AGENCY: The Richards Group, Dallas / AD COUNCIL ASSISTANT CAMPAIGN MANAGER: Cece Wedel AVAILABLE MATERIALS: MAGAZINE, NEWSPAPER, RADIO, TV, WEB BANNERS SPANISH: RADIO, TV, WEB BANNERS

## Child Abuse Prevention

Childhelp



Three million incidents of child abuse are reported each year in the United States. Seventy-five percent of the children who die from abuse are less than three years old. The serious problem of underreporting is partially due to hesitation by individuals who may suspect abuse is taking place. The campaign encourages people to go to [www.childhelp.org](http://www.childhelp.org) or call 1-800-4-A-CHILD for more information on what they can do to help.

FOR MORE INFORMATION, CONTACT: Megan Rose, 4715 N. 32nd St., Ste. 104, Phoenix, AZ 85018; (607) 274-1988 / Website: [www.childhelp.org](http://www.childhelp.org) / Ad Council Campaign Director: Penny Schildkraut  
AVAILABLE MATERIALS: 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

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](mailto:London.Liebengood@hhs.gov) / WEBSITE: [www.smallstep.gov](http://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



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](http://www.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](http://www.ncpc.org/cyberbullying). 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](http://www.ncpc.org) to learn simple ways to aid in crime prevention.

FOR MORE INFORMATION, CONTACT: Michelle 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](mailto:mboykins@ncpc.org) WEBSITE: [www.ncpc.org](http://www.ncpc.org) / VOLUNTEER AD AGENCY: Saatchi & Saatchi / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson Michelle 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](mailto:mboykins@ncpc.org) WEBSITE: [www.ncpc.org](http://www.ncpc.org) / VOLUNTEER AD AGENCY: Saatchi & Saatchi / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson AVAILABLE MATERIALS: PRINT, RADIO, TV, VIRAL VIDEOS, WEB BANNERS

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

## Diabetes Management

Diabetes Care Coalition



UPDATED MATERIALS COMING SOON

Everyday risks may not come with warnings, but for individuals with diabetes, A1C is a warning sign of out-of-control diabetes. The campaign, created with the American Diabetes Association and Juvenile Diabetes Research Foundation International, explains that management of A1C levels can reduce the risk of diabetes complications. 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.

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](http://www.diabetesA1C.org); [www.mididiabetesA1C.org](http://www.mididiabetesA1C.org) VOLUNTEER AD AGENCY: McCann Erickson New York / AD COUNCIL CAMPAIGN MANAGER: Deborah Leiter AVAILABLE MATERIALS: BROCHURE, OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

## 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](http://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](http://www.ready.gov); [www.listo.gov](http://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](http://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](http://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



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](mailto:marshal@samhsa.gov) / **WEBSITE:** [www.whatadifference.org](http://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

## Nutrition Education

U.S. Department of Agriculture



The Nutrition Education campaign motivates moms to encourage proper nutrition and physical activity for their families. Complementary PSA efforts emphasize that a bright future starts with a healthy lifestyle for their families. "Good Nutrition Can Lead to Great Things" PSAs reinforce the idea that healthy eating and physical activity fuel kids' minds and bodies. While "Bare Necessities of Healthy Living" PSAs feature characters from Disney's The Jungle Book and demonstrate the importance of balancing good nutrition and physical activity. Viewers are encouraged to visit [www.MyPyramid.gov](http://www.MyPyramid.gov) and use the USDA's Pyramid as an effective tool to help their children make healthy choices.

**FOR MORE INFORMATION, CONTACT:** U.S. Department of Agriculture, 3101 Park Center Dr., Room 926, Alexandria, VA 22302; 703-305-2281 / **WEBSITE:** [www.mypyramid.gov](http://www.mypyramid.gov) / **VOLUNTEER AD AGENCY:** Saatchi & Saatchi, Walt Disney Home Entertainment Studios **AD COUNCIL CAMPAIGN MANAGER:** Trace Della Torre  
**AVAILABLE MATERIALS:** OUTDOOR, PRINT, RADIO, TV, WEB BANNERS  
**SPANISH:** TV, RADIO, WEB BANNERS

## Obesity Prevention

U.S. Department of Health & Human Services



An unprecedented majority of American adults (64%) are overweight or obese due to sedentary lifestyles and unhealthy diet. 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](http://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](mailto:London.Liebengood@hhs.gov) WEBSITE: [www.smallstep.gov](http://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



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](mailto:lcullen@ncmec.org); (2) Kim Smith, Office of Public Affairs, 950 Pennsylvania Ave. NW, Washington, DC 20530; [Kimberly.A.Smith@usdoj.gov](mailto:Kimberly.A.Smith@usdoj.gov) WEBSITE: [www.cybertipline.com](http://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](http://www.ahrq.gov/questionsaretheanswer).

FOR MORE INFORMATION, CONTACT: Farah Englert, AHRQ 540 Gaither Road, Rockville, MD 20850; [farah.englert@ahrq.hhs.gov](mailto:farah.englert@ahrq.hhs.gov); (301) 427-1865 / WEBSITE: [www.ahrq.gov/questionsaretheanswer](http://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



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](http://www.psn.gov) / VOLUNTEER AD AGENCY: Mullen / AD COUNCIL VP, CAMPAIGN DIRECTOR: Michelle Hillman  
AVAILABLE MATERIALS: TV, RADIO, OUTDOOR, PRINT  
SPANISH: TV, RADIO, PRINT

## 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](http://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](mailto:mweber@samhsa.gov) / WEBSITE: [www.stopalcoholabuse.gov](http://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](http://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 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.

FOR MORE INFORMATION, CONTACT: Helene Cleveland, Fire 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](http://www.smokeybear.com) / VOLUNTEER AD AGENCIES: Draftfcb; Ruder Finn Interactive / AD COUNCIL ASSISTANT CAMPAIGN MANAGER: Allison Mantz  
AVAILABLE MATERIALS: TV, RADIO, PRINT, WEB BANNERS  
SPANISH: TV, PRINT

## Wireless AMBER Alerts

The Wireless Foundation  
National Center for Missing & Exploited Children®  
The U.S. Department of Justice



The Wireless AMBER Alerts™ initiative is a catalyst for the wireless industry's more than 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](http://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](mailto:ddiggs@ctia.org) WEBSITE: [www.wirelessamberalerts.org](http://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](http://URTheSpokesperson.com) / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson  
AVAILABLE MATERIALS: PRINT, RADIO, TV, WEB BANNERS, OUTDOOR

# PSA Bulletin

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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](http://www.adcouncil.org/np).



## Arbor Day Foundation

The Nature Explore program is inspiring young children to go outside and experience positive connections with nature, opening up a whole new world of wonder that many of today's children are missing.

The set of PSAs includes all lengths for children's programming and all lengths for general audiences. The important message of discovering nature is told by charming young children as they share visually captivating scenes of playing and dancing under a canopy of trees, an up-close inspection of a caterpillar, and even discovering the fun of getting dirty playing outside.

The Nature Explore program is a collaborative project of the Arbor Day Foundation and Dimensions Educational Research Foundation. Ongoing research shows that positive, age-appropriate experiences with nature provide children with profound and lasting developmental benefits. Nature Explore resources are available at [www.arborday.org](http://www.arborday.org).

When you air this important PSA, you'll be inspiring the next generation of tree planters, their families, and their educators.

AVAILABLE MATERIALS: TV (:60, :30, :20, :15, and :10) for children's programming and for general audiences  
FOR MORE INFORMATION, CONTACT: Mark Derowitsch; (888) 448-7337, Fax: (402) 474-0820 / E-MAIL : [mderowitsch@arborday.org](mailto:mderowitsch@arborday.org) / Website: [www.arborday.org](http://www.arborday.org)



## U.S. Fund for UNICEF

Safe water is fundamental to human life — yet more than 1 billion people do not have access to it. The tragic result: more than 1.5 million children under five die each year.

More children die from water-related illnesses than from war, famine, and natural disaster combined.

The lack of clean, safe water also deepens poverty, drains productivity, and keeps children out of school.

UNICEF works in over 150 countries and is widely recognized the world over for its expertise in providing access to clean, safe water. This Water PSA Campaign aims to increase audience awareness of water issues and garner the support crucial so that we can do whatever it takes to save a child. Viewers are directed to visit [www.unicefusa.org](http://www.unicefusa.org) for more information.

AVAILABLE MATERIALS: TV  
FOR MORE INFORMATION, CONTACT: Mia Drake Brandt, Director of Communications, U.S. Fund for UNICEF, 125 Maiden Lane, 10th Fl., New York, NY 10038; (212) 922-2624, Fax: (212) 779-1679 / WEBSITE : [www.unicefusa.org](http://www.unicefusa.org)

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David A. Yovanno  
General Manager at **ValueClick Media**

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

As one of the largest online advertising networks in the world, we manage billions of ad impressions each month. Since some portion of that inventory ends up going unsold, we have for years made it a corporate mandate to make those impressions available to nonprofit organizations. It's extremely rewarding for us to be able to partner with our publishers to donate so much of our inventory to campaigns and organizations we know contribute to improving the lives of so many people.

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

The Ad Council represents a huge part of our community efforts by giving us a way to contribute to the community through the work we are already doing. With more than 13,500 sites in the ValueClick Media network, our publisher base is the cornerstone of our community and, although they prefer to have a majority of their inventory sold at a premium, they really do appreciate our ability to fill their unsold space with Ad Council campaigns. It's also a testament to the generosity of our publishers that so many of them choose to redirect their default traffic to our Ad Council PSAs.

Is ValueClick Media involved in any unique public service projects?

Although the Ad Council represents our most formal public service program, with over 100 employees in six offices around the U.S., there is always some unique philanthropic endeavor underway within our organization. We have a very thoughtful team with a pattern of taking initiative to help each other in times of need. For example, we sold tickets to a happy hour gathering to raise money for the family of an employee whose sister-in-law was dying of cancer. Everyone rallied around another longtime employee as she was going through breast cancer treatment, filling her home with food, supplies, cash and gift cards to get her through her recovery. The same woman recently organized a team of employees to participate in the Avon Walk for Breast Cancer in Los Angeles.

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

No matter how much time or money you may have to contribute, either individually or as an organization, everyone has the ability to undertake some level of public service. I would encourage everyone to recognize that we live in a complex world that is full of inequities and do what you can within your means to make a difference. Think about the things that matter to you, where you think you can make a difference and make a commitment to doing something about it.

## → Underage Drinking Prevention Campaign — Getting Results

Just one year ago, the Office of the Surgeon General launched a Call to Action to Prevent and Reduce Underage Drinking. With 11 million underage drinkers in the United States, resulting in about 5,000 deaths each year, we can no longer regard underage drinking as a rite of passage. Underage drinking is everyone's problem and its solution is everybody's responsibility. The Call to Action asks every American to join in a national effort to change the attitudes and behaviors regarding this significant public health and safety problem.



In recognition of excellence in public service, we want to thank you — in the media community — for doing your part to answer the call and prevent underage drinking. Because of the Underage Drinking Prevention “Start Talking Before They Start Drinking” PSA campaign, created in collaboration with the Ad Council, we are able to translate the underage drinking problem and solution into a simple, impactful message. With the pro bono placements provided by media outlets, millions of people across the nation have had the opportunity to hear this life-saving message. These most generous contributions from the Ad Council and the many public service agents throughout the country are vital to the success of this initiative.

We are also grateful for the media’s help in spreading the word about StopAlcoholAbuse.gov, the government website dedicated to underage drinking prevention. This comprehensive source of information on the prevention of underage drinking provides parents, families and educators additional information after seeing the Ad Council’s PSA s. The website is sponsored by the Interagency Coordinating Committee on the Prevention of Underage Drinking (ICC PUD ), a collaboration of eight Federal agencies, including the Office of the Surgeon General, who have taken on the challenge to prevent underage drinking.

We look forward to your continued support!

Once more, we thank you for the most important role you play in this Call to Action to Prevent Underage Drinking and protect our children, and our future generations.

Sincere regards,



Steven K. Galson, M.D., M.P.H., RADM, USPHS  
Acting Surgeon General



Terry Cline, Ph.D., Administrator  
Substance Abuse and Mental Health Services Administration  
United States Department of Health and Human Services  
Chair, Interagency Coordinating Committee on the Prevention of  
Underage Drinking