

# PSA Bulletin

May / June 2008



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

[Featured Campaigns](#)
[Current Campaigns](#)
[Endorsed Campaigns](#)
[Making A Difference](#)
[PSA Central](#)

## Improving Your Credit Score One Step at a Time

According to a recent survey conducted by the Ad Council and Opinion Research USA, Americans believe there are actions they can personally take to improve their credit score yet are unsure what those actions are. Credit scores impact a consumer's rate and loan terms, access to reputable financial services and, more importantly, access to credit. Furthermore, in today's struggling economic environment, as credit tightens, consumers with low credit scores are finding it increasingly harder to obtain mortgage loans at any price.



▲ A new multimedia campaign informs Americans about the importance of establishing and maintaining good credit.

In an effort to increase awareness about credit scores, the Ad Council, in partnership with the Consumer Bankers Foundation (CBF) and the Leadership Conference on Civil Rights Education Fund (LCCREF), launched a new campaign designed to educate consumers about the importance of establishing and maintaining good credit. The PSAs, created pro bono by Mullen North Carolina, use a lighthearted approach to educate lower-to-moderate income consumers about the importance of establishing good behaviors pertaining to the use of credit. The campaign helps consumers overcome the intimidation of negative credit and the perception that it is an overwhelming to near impossible task to improve your credit score.

### Simple Steps Each One of Us Can Take to Improve Our Credit:

- ☑ **Pay your bills on time.** Late payments alone can ruin your credit and stay on your credit report for up to 10 years. This affects 35% of your credit score.
- ☑ **Resist the urge to open up more credit cards than you need** in a short amount of time. New credit makes up 10% of your score.
- ☑ **Try to keep credit card balances as low as possible and pay them down whenever you can.** These affect 30% of your credit score.
- ☑ The multimedia campaign includes television, radio and Web banners. All the PSAs direct the audience to a new Web site, [www.creditfairly.org](http://www.creditfairly.org), which provides simple steps that you can take to raise their credit score.

## Be a Superhero for Your Family

In an effort to encourage Hispanics to become more proactive in their health care, the Ad Council and Agency for Healthcare Research and Quality (AHRQ) launched a national Spanish-language public service campaign in March. The campaign was developed from insights gained in focus group research, which found that most Hispanic adults do not visit their doctor regularly and only go when they experience symptoms of illness. The new ads urge Hispanics to stay healthy for their loved ones and to visit their doctor for regular screenings.

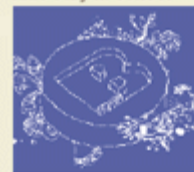


▲ New campaign urges Hispanics to get more involved in their healthcare.

Created pro bono by Casanova Pendrill, the campaign includes TV, radio, print and Web advertising. The lighthearted ads feature everyday mothers and fathers whose children see them as heroes, and urge

### INSIDE THIS EDITION:

- ▶ [Give a Boost to Help Kids Stay in School](#)



- ▶ [Youth Reckless Driving Peaks in the Summer](#)



- ▶ [U.S. Olympic Hopefuls Combat Obesity](#)



### Past Issues

< [select an issue](#) >



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Hispanics to continue to be their families' superheroes by getting the preventive health care they need.

All of the PSAs direct Hispanic adults to visit [www.ahrq.gov/superheroes](http://www.ahrq.gov/superheroes), which provides tips on how to stay healthy and how to talk with your doctor, recommendations on preventive testing, help in understanding prescriptions, a quiz and glossary of medical terms as well as links to other health-related resources.

The ads have been distributed to Spanishlanguage media outlets nationwide. AHRQ is further extending the campaign by asking leading Hispanic advocacy groups, employers, insurers and others to help relay the messages to their audiences.



**Did You Know?**

- Hispanics are 38 percent less likely than non-Hispanics to have visited the doctor within the past year.
- More than a quarter of Hispanic adults have never had their cholesterol checked.
- Two-thirds of Hispanics over age 50 have never had a colonoscopy.
- Nearly 54 percent of Hispanic women over 40 have not had a mammogram within the last year.

Source: U.S. Department of Health and Human Services' Agency for Healthcare Research and Quality (AHRQ).

## Industry's Top Talent Ensures Creative Excellence

An Ad Council campaign goes through many creative and planning stages before the media kits arrive on your desks. One of these important processes involves the Campaign Review Committee (CRC). The CRC ensures that Ad Council campaigns consistently reflect the organization's high standards of excellence and move the needle in the direction of positive social change. Established during the 1950s and comprised of some of the nation's most brilliant creative talent, the CRC reviews and rigorously critiques each one of the Ad Council campaigns at every stage of its development, from strategic planning to creative execution. All Ad Council campaigns must receive CRC approval prior to production — no small feat given the committee's high bar. This is just one of the reasons you can be sure that Ad Council PSAs are of the highest quality in terms of significance of the issue, strategic approach and creative execution.



Thanks to the Ad Council's dedicated agency partners, who generously contribute their best and brightest talent, our many non-profits and government sponsors, and you, who ensure that these critical messages reach their intended audiences, Ad Council campaigns continue to raise awareness, inspire action and cause people to think differently about issues critical to the welfare of our nation and its people. We hope you will continue to generously support our campaigns.

## Give a "Boost"

Dropout Prevention Campaign Launches New Media Initiatives



▲ The PSAs encourage teens to give their at-risk friends a boost to stay in school.

Every school day, 7,000 young men and women give up on their high school educations. Created pro bono by ad agency JWT New York, the "Boost" High School Dropout Prevention campaign combats the alarming problem with a multimedia initiative that spans television, radio, cell phones, outdoor and the Internet. Since the U.S Army and the Ad Council launched this effort, the dynamic website ([www.BoostUp.org](http://www.BoostUp.org)) has been at the center of the campaign's efforts to reach students who may be at risk of dropping out of high school. Featuring integrated social media components, including virtual environments, micro-blogging and content aggregation, the site has recently broadened the scope of the campaign and engaged the target audience in the message.

Further extending the campaign's reach via technology, "Boost" has expanded its new media palette to include an innovative cellular wake-up call program and social networking site widgets. The "Boost" wake-up call is a customized cellular platform that enables teens to send a pre-recorded wake-up call to those who need a little extra motivation in the morning. Surpassing the motivational power of the alarm clock, the dynamic wake-up calls feature the voice of NB A All-Star Amare Stoudemire captain of the Phoenix Suns.

The new widgets (available on sites including Facebook and MySpace) provide individuals with the ability to incorporate the campaign into their online identity. The Boost campaign's library of widgets includes a virtual "countdown to graduation" badge and an interactive application for giving at-risk friends a boost and recruiting online friends to do the same. These widgets, available through [BoostUp.org](http://BoostUp.org), can also be incorporated into blogs and other personal portals such as I-Google.

Please help to activate these exciting new media initiatives by supporting the campaign PSAs. For additional campaign information, visit [www.BoostUp.org](http://www.BoostUp.org).

### Giving a Boost Can Make a Real Difference

*Hello Franki... I saw your lovely face on a billboard this Saturday night when I was leaving the grocery store and I made a mental note to contact you. Then, when I got home, I saw you again on the TV for a moment and I thought, this is the perfect time to speak to you. I would love the opportunity to sit across from you and speak with you face to face, but since that is not possible I would consider it a great gift from you to me to listen to a few words from a mother. I know nothing about what you encounter each day as a high school student. I do know what my kids experienced not too long ago as high school students. And it is, no doubt, stressful, and demanding and requires perseverance that at times must seem, what the heck, why bother? Well, a perfect illustration of "why bother" is you, yourself. The rest of your young adult life is mirrored in what you accomplish now. Truth is, the most courageous and gratifying act you can do for you is to remain in high school for the duration.*

► Inspirational emails such as the one above provide support for at risk teens to stay in school.

### Summer Months Most Deadly for Teen Drivers

Car crashes are the number one killer of teens in our country and, according to experts, the approaching summer months are a particularly deadly time for teenage drivers.

The end of the school year and the start of summer vacation mark a significant increase in the number of car crashes and fatalities young drivers, who spend more time behind the wheel with unstructured schedules and less adult supervision.

According to the AAA, crash deaths for teen drivers increase by nearly 20 percent in July and August. Also, a teen driving study conducted by SADD (Students Against Destructive Decisions) showed that teens succumb to more risky in-vehicle behavior during the summer months, including driving with three or more passengers in the car and driving late at night.

Please consider increasing your support of our Youth Reckless Driving Prevention URthe Spokesperson campaign this summer. The PSAs encourage teen passengers to speak up when they are riding with a young driver and don't feel safe. The campaign includes TV, radio, outdoor, print, and Web ads, as well as a youth-targeted website, [www.URtheSpokesperson.com](http://www.URtheSpokesperson.com). Your support of this critical message could help to save the lives of young people in your own community.



## Are You a Fan?

Facebook Provides Interactive Social Media Hub for the Ad Council



We know you are all fans of our work, but now is your chance to become an official Ad Council fan on Facebook. We recently launched a new company profile on the Facebook "Pages" platform. The new profile takes full advantage of the new Facebook "Pages" platform, designed specifically to help non-profits better engage with their target audiences. Facebook users who choose to designate themselves as Ad Council "fans" (the new platform's equivalent of a Facebook "friend") have an easy way to stay informed of the latest Ad Council news and developments.

The Ad Council's new Facebook social media presence is also home to an extensive library of PSA video clips. Showcasing clips from the current PSA campaigns, the video library provides a useful supplement to the PSA bulletin. The platform also features a dynamic slide show of current print campaigns and the latest Ad Council online tools that can help spark conversations about critical social issues.

Equipped with an RSS feed of the latest Ad Council press releases, the Facebook profile also transports Ad Council news directly into one's cyber life. The "Pages" platform automatically alerts its "fans" (via a personal Facebook newsfeed) whenever a new Ad Council press release is issued.

Become a "fan" on Facebook and take ad-antage of these online resources, while also helping to support the Ad Council's critical campaigns.

## U.S. Olympic Hopefuls Helps Combat Childhood Obesity



▲ U.S. Olympic hopefuls join qubo's animated characters in new TV spots designed to motivate children to get active and eat healthy.

Several U.S. Olympic Team hopefuls are starring in a new series of television PSAs designed to inform children and families that being healthy can be easy and fun, and that you don't need to be an Olympic athlete to stay in shape!

The spots launched in April to coincide with the 2008 U.S. Olympic Team Media Summit and are the result of a partnership between the Ad Council and the U.S. Department of Health & Human Services (HHS), along with the U.S. Olympic Committee and qubo, the entertainment service featured Saturday mornings on NBC, "America's Olympic Network" which owns the exclusive U.S. media rights to the Olympic Games through 2012. The PSAs are also an extension of HHS' Childhood Overweight and Obesity Prevention Initiative, Healthy Youth for a Healthy Future and the Ad Council's Coalition for Healthy Children initiative.

qubo's animated characters from Veggie Tales, Jane and the Dragon and 3-2-1 Penguins! also appear with the athletes in the new PSAs. The series of TV spots promote the Coalition for Healthy Children's research-based messages, including the importance of controlling food portions, maintaining energy balance, and participating in physical activity.

Additional ads featuring qubo's animated characters will appear in print, outdoor and online media this summer and throughout the year. All of the PSAs direct children and families to visit [www.smallstep.gov](http://www.smallstep.gov) for fun and interactive experiences that can help everyone eat healthy and become more physically active.

U.S. Olympic hopefuls featured in the TV spots include Shawn Johnson (Gymnastics), Misty May-Treanor (Beach Volleyball), Kerri Walsh (Beach Volleyball), and Sanya Richards (Track & Field):

- ↳ **Shawn Johnson (Gymnastics)**— The 16-year old 2007 world all-around champion from Des Moines, Iowa.
- ↳ **Misty May-Treanor & Kerri Walsh (Beach Volleyball)**—Following their Olympic triumph in Athens, the California golden girls are looking to claim gold again.
- ↳ **Sanya Richards (Track & Field)**— This 2004 Olympic gold medalist from Austin, Texas, is the American record holder in the 400 meter dash.

## Ventura County Star Wins Silver Bell

The Ad Council has presented its 2008 Silver Bell for newspapers to The *Ventura County Star*. The Bell was presented by Tim Davis, Ad Council Executive Vice President, at the NAA Marketing Conference in Orlando. There to accept the award was Bill Momary, *Ventura County Star* Vice President of Multimedia Advertising.

The *Ventura County Star* was honored for its outstanding overall support of Ad Council initiatives. Last year, this newspaper donated space to instruct children on ways to combat obesity, encourage their readers to connect to the Wireless Amber Alert, remind readers that "Only You Can Prevent Wildfires." Additionally readers were educated about Youth Reckless Driving Prevention, Childhood



▲ Bill Momary, Vice President of Advertising, Ventura County Star was presented with the 2008 Ad Council's Silver Bell from Tim Davis, Executive Vice President, Media at the Ad Council.

Asthma Prevention and the need for Parental Involvement in Schools. And they did all this by including Ad Council PSAs in their Camarillo, Moorpark, Oxnard, Simi Valley, Thousand Oaks, Ventura and East and West County Editions.



"The Ad Council Silver Bell was created to recognize the critical role of the media industry in fulfilling our vital mission to identify a select number of significant public issues and stimulate action on those issues through communications that make a measurable difference in our society," said Tim Davis. "The NAA has been an Ad Council founding supporter since 1942."

The Ad Council has been awarding its Silver Bell to media outlets across all media for more than 21 years. Silver Bells are presented to recognize continued and outstanding support of the Ad Council's critical messages.

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

[Featured Campaigns](#)
[Current Campaigns](#)
[Endorsed Campaigns](#)
[Making A Difference](#)
[PSA Central](#)

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

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## COMMUNITY

### Adoption

HHS' Collaboration to AdoptUSKids



NEW MATERIALS IN SPANISH

There are 129,000 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  
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  
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 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 DIRECTOR: Lisa Cullen 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 VP CAMPAIGN DIRECTOR: Rebecca Roban 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: Carla Rutledge 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 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: Ashley Thompson  
MATERIALS: TV, WEB BANNERS

# PSABulletin

May / June 2008



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

[Featured Campaigns](#)
[Current Campaigns](#)
[Endorsed Campaigns](#)
[Making A Difference](#)
[PSA Central](#)

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

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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  
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](http://www.acenet.edu) / Website: [www.KnowHow2GO.org](http://www.KnowHow2GO.org) Volunteer Ad Agency: Publicis New York / Ad Council Campaign Director: Penny Schildkraut  
MATERIALS: BROCHURE, OUTDOOR, POSTERS, PRINT, RADIO, TV, WEB BANNERS

## Credit Scores Evaluation

Consumer Bankers Foundation  
Leadership Conference on Civil Rights Education Fund



NEW MATERIALS

According to a survey conducted by the Ad Council and Opinion Research USA, Americans believe there are actions they can personally take to improve their credit score yet are unsure what those actions are. This campaign aims to educate consumers about important steps they can take to establish and maintain good credit including paying your bills on time, keeping credit card balances as low as possible and resisting the urge to open up more credit cards than you need in a short period of time. The PSAs remind people that, "There's no magic to improving your credit. But there's help and it's free. Go to [creditfairy.org](http://creditfairy.org)."

FOR MORE INFORMATION, CONTACT: Steve Zeisel, Senior Counsel, Consumer Bankers Foundation, 1000 Wilson Boulevard, Suite 2500, Arlington, VA 22209; (703) 276-3871 / WEBSITE: [www.creditfairy.org](http://www.creditfairy.org) / Volunteer Ad Agency: Mullen / Ad Council Assistant Campaign Manager: Cece Wedel  
MATERIALS: TV, RADIO, WEB BANNERS  
SPANISH: 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  
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: Melora Heavey, Project Manager, AICPA, 1211 Avenue of the Americas, 19th Flr., New York, NY 10036; (212) 596-6037 WEBSITE: [www.feedthepig.org](http://www.feedthepig.org) / VOLUNTEER AD AGENCY: VGS Creative / AD COUNCIL CAMPAIGN DIRECTOR: Lisa Cullen MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS SPANISH: RADIO

## High School Dropout Prevention

United States Army



Each school day, 7,000 young men and women give up on their high school education, and in many cases, on themselves. The campaign's aim is to create a community of support 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: Dzu Vien Bui MATERIALS: TV, RADIO, WEB BANNERS, OUTDOOR, PRINT 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,

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 MATERIALS: OUTDOOR, TV, RADIO, WEB BANNERS

www.InventNow.org, to recognize that "Anything's Possible. Keep Thinking."

## 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 their imaginations. The PSAs encourage youth to log on to [www.literacy.gov](http://www.literacy.gov) to discover, learn and 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](http://www.literacy.gov) **VOLUNTEER AD AGENCIES:** The Geppetto Group; Walt Disney Studios Home Entertainment; BYU Ad Lab / **AD COUNCIL CAMPAIGN Manager:** Ashlee Thompson  
**MATERIALS:** PRINT, RADIO, TV, WEB BANNERS

## 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:** Amanda Bagwill  
**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  
MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

# PSA Bulletin

May / June 2008



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

[Featured Campaigns](#)
[Current Campaigns](#)
[Endorsed Campaigns](#)
[Making A Difference](#)
[PSA Central](#)

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.

## 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 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 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  
MATERIALS: RADIO, TV, WEB BANNERS

## Childhood Asthma

U.S. Environmental Protection Agency



Nearly 13 million American children miss 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  
MATERIALS: PRINT, RADIO, TV, WEB BANNERS  
SPANISH: PRINT, RADIO, TV, WEB BANNERS

## Childhood Obesity Prevention

U.S. Department of Health & Human Services



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

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](http://www.smallstep.gov) / Volunteer Ad Agencies: McCann Erickson, New York, GSD&M's Idea City / AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre  
MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS  
SPANISH: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

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.

## 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 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

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.midiabetesA1C.org](http://www.midiabetesA1C.org) VOLUNTEER AD AGENCY: McCann Erickson New York / AD COUNCIL CAMPAIGN MANAGER: Deborah Leiter MATERIALS: BROCHURE, OUTDOOR, PRINT, RADIO, TV, WEB BANNERS SPANISH: BROCHURE, 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 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 Streater, 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 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 Streater, 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 MATERIALS: RADIO, PRINT, OUTDOOR, WEB BANNERS

## Hispanic Preventive Health

Agency for Healthcare Research and Quality



NEW MATERIALS

Hispanics are 38 percent less likely than non-Hispanics to have visited the doctor within the past year, according to the Agency for Healthcare Research and Quality (AHRQ). In addition, more than a quarter of Hispanic adults have never had their cholesterol checked, two-thirds of Hispanics over 50 have never had a colonoscopy, and nearly 54 percent of Hispanic women over 40 have not had a mammogram within the last year. These PSAs feature everyday mothers and fathers whose children see them as superheroes and encourages Hispanic adults to be more involved in their health care, especially preventive care, by visiting [www.ahrq.gov/superheroes](http://www.ahrq.gov/superheroes).

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/superheroes](http://www.ahrq.gov/superheroes) / VOLUNTEER AGENCY: Casanova Pendrill New York / AD COUNCIL ASSISTANT CAMPAIGN MANAGER: Jessica Thomas MATERIALS: RADIO, TV, 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; [marshall@samhsa.gov](mailto:marshall@samhsa.gov) / WEBSITE: [www.whatadifference.org](http://www.whatadifference.org) / VOLUNTEER AD AGENCY: Grey Worldwide / AD COUNCIL VP, CAMPAIGN DIRECTOR: Deborah Leiter 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

FOR MORE INFORMATION, CONTACT: U.S. Department of

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.

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: Gina Ermilio 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 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 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  
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  
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: Megan Sigismund  
MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS  
AFRICAN-AMERICAN TARGETED: TV, RADIO, OUTDOOR, PRINT,

## 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 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 MANAGER: Trace Della Torre 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 DIRECTOR: Amy Gibson-Grant 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 MATERIALS: RADIO, NEWSPAPER, OUTDOOR, INTERACTIVE, TV

## Youth Reckless Driving Prevention

State Consumer Protection Agencies and Attorneys General Offices



Reckless driving among America's youth is a serious problem and it

FOR MORE INFORMATION, CONTACT: The Advertising Council,



has deadly consequences. For more than two decades, car crashes have been the number one killer of teens. 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.

1203 19th St. NW, 4th Flr, Washington, DC 20036 / WEBSITE:  
URTheSpokesperson.com / AD COUNCIL CAMPAIGN MANAGER:  
Ashlee Thompson  
MATERIALS: PRINT, WEB BANNERS, OUTDOOR

# PSABulletin

May / June 2008



- » [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](http://www.adcouncil.org/np).



## People for the Ethical Treatment of Animals

Love may mean nothing in tennis, but off the courts, John McEnroe's love for animals means a lot to him. McEnroe has teamed up with People for the Ethical Treatment of Animals (PETA) to promote spaying and neutering in a 30-second public service announcement (PSA). In the PSA, McEnroe is a good sport as he pokes fun at himself by unleashing one of his trademark tirades that is sure to raise a smile and raise awareness about animal overpopulation.

Why are McEnroe and PETA so fixated on getting animals fixed? One unspayed female cat can give birth to 36 cats in just a year and a half, and an unneutered male can help create limitless litters of kittens. Every year, millions of unwanted dogs and cats are dumped at extremely crowded animal shelters, where roughly half are put to death. Practice animal birth control. Go to [PETAPSA.com](http://PETAPSA.com).

AVAILABLE MATERIALS: TV, Radio, Print, Outdoor

FOR MORE INFORMATION, CONTACT: PSA Coordinator, People for the Ethical Treatment of Animals, 501 Front St., Norfolk, VA 23510; (757) 622-PETA / E-MAIL : [PETAPSA@peta.org](mailto:PETAPSA@peta.org) / Website: [PETAPSA.com](http://PETAPSA.com)



## 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 5 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)

# PSABulletin

May / June 2008



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

[Featured Campaigns](#)
[Current Campaigns](#)
[Endorsed Campaigns](#)
[Making A Difference](#)
[PSA Central](#)


## An interview with Hallie Friedman Group Marketing /Sales Development Director, Van Wagner

What is Van Wagner's corporate strategy as it pertains to public service advertising?

It's the same as our corporate strategy. Public service is an important part of our culture. Above all, we genuinely respect people, our communities, our industry and our environment. We have a long history of corporate and social responsibility. As one of the largest out of home advertising providers in the nation (and the largest in NYC), we are dedicated to enriching our cities, their sidewalks and the public. These streets are all of ours, and we take great care of our streets. We are deeply involved and interested participants who sincerely believe in giving back. As such, we strongly support public service advertising, many local charities and organizations, and have longstanding ties to our local communities and our industry.

How does the Ad Council help augment Van Wagner's community efforts?

The Ad Council makes it easy for us to support public service advertising. They steward all the components required for a successful campaign — namely integrating the initiative, the media objectives, and creative to most effectively deliver the messages. We are delighted to be able to support worthwhile causes, but it's especially rewarding when those worthwhile messages are heard through the noise — and the Ad Council's efforts are noticed. We've received plenty of calls asking for posters of specific Ad Council campaigns. A grandmother called us requesting a kiosk poster of Feed the Pig for example. She wanted to give the poster to her grandson so he would learn the value of saving his money — that's a powerful response!

What issues do you think deserve national focus?

Curing disease, promoting health/fitness/quality of life (especially for kids), motivating and inspiring people, social and fiscal responsibility, education, environment/green.

Is Van Wagner involved in any unique public service projects?

Yes — some of our most satisfying efforts are based on supporting our people and causes that are most important to them. We are especially proud of our work with The Doe Fund, a not-for-profit organization that uses innovative work and housing programs to empower city residents to break the cycle of homelessness, welfare dependency and incarceration. Today, the Doe Fund supports our maintenance program with 180 workers who help clean our telephone kiosks by removing stickers and picking up trash that may surround them.

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

The rewards of making a strong and continuing commitment to public service are invaluable. It's important not to get lost in the craziness of the world and remember that at the heart of the matter we're all people. We actually often donate and receive much more "value" than quantified by our media properties. The rewards of making someone's day inspires us and encourages us to continue to work hard, provide leadership, continuously challenge ourselves and above all, to respect our people, our communities and our environments.

## → Oceans Awareness Campaign — Getting Results

Dear Friends,

On behalf of Ariel, The Little Mermaid, and all of her friends on land and under the sea, let me extend our profound thanks for your support of our 'Keep Oceans Clean' campaign. Launched in October of 2006, the effort has resulted in over \$22 million in donated media.



As a result of your generous support, the campaign has not only provided increased awareness of a sometimes hidden problem, but also motivated people to act in a positive manner to help preserve the marine environment. Our goal was to increase awareness among Americans, particularly children, about the health of the oceans and to inspire our audience to prevent pollution before it harms the ocean and the creatures that live there.

Ariel and her friends Sebastian and Flounder are perfect "spokespeople" for this issue and when they ask children and their parents to help protect and preserve our oceans by recycling and disposing of trash properly, people are listening! In fact, the campaign web site KeepOceansClean.org has received close to 3 million sessions since the launch, and the average time spent on the site is a minute and 50 seconds.



We know from the Ad Council's tracking survey that people are paying attention to this issue. 70% of respondents recalled hearing communications about protecting the ocean by recycling and disposing of trash properly. Also, kids who were aware of the campaign advertising were significantly more likely than those who were unaware to say that they are really interested in learning more about what they can do to help protect the ocean (68% vs. 41%).

It has been estimated that over 13 million pounds of trash end up in the ocean each year where sea life can become entangled or choke on materials such as plastic bags, cigarette lighters or even small toys. Marine debris can also pose a serious threat to navigation.

Thanks to you, we are making a difference with this important issue. We look forward to continuing this effort with new materials to be released in June. The partners of the Keep Oceans Clean Alliance, including the Ad Council, Walt Disney, the National Oceanic and Atmospheric Administration, the National Marine Sanctuary Foundation and Environmental Defense, look forward to this new effort and to welcoming the Department of the Interior to our partnership.

As Ariel reminds us in one of her signature songs, the oceans are "Part of Our World," and thanks to you, keeping them clean and free of marine debris is now part of our public consciousness.

Sincerely,  
Lori Arguelles  
President and CEO, National Marine Sanctuary Foundation