

PSA Bulletin

July / August 2008



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Smokey Bear Speaks to a New Generation

“Only You Can Prevent Wildfires”



▲ An outdoor PSA features the 64-year-old icon with a new look designed to appeal to young adults.

Smokey Bear is returning to deliver his enduring message, “Only You Can Prevent Wildfires,” to a new generation of Americans.

The center of the longest-running PSA campaign in history, Smokey Bear and his message have helped to significantly reduce the acreage burned by wildfires in our country during the last six decades. Despite the PSA campaign’s success, wildfire prevention remains one of the most critical issues facing our country. Over the past 10 years, an average of 6.5 million acres of land in the United States were burned each year by wildfire. Surprisingly, most people still think lightning starts most wildfires. In fact, more than 88% of wildfires nationwide (nearly 9 in 10) are started by humans. Research shows that a large number of people today are unaware of how they can contribute to the prevention of wildfires.

The USDA Forest Service and the National Association of State Foresters joined with the Ad Council to launch a new series of TV, radio, print, outdoor and Web ads in June to encourage audiences to “Get Your Smokey On.” The PSAs continue to remind Americans about their personal responsibility toward preventing wildfires, but in addition, Smokey Bear has a fresh new look designed to appeal to young adults.

For the first time in the campaign’s history, the PSAs focus on intervention. TV and radio spots feature young adults stepping in when others are acting carelessly. Print ads include a “mask” that can be cut out so you can literally “Get Your Smokey On” and a Q&A interview with Smokey Bear in which he discusses his passions and reflects on being a “modern” bear. Developed in partnership with the Walt Disney Company, a second series of PSAs, including TV, radio, outdoor, and Web advertising, feature scenes and characters from the classic film *Sleeping Beauty* to promote wildfire prevention.



The PSAs direct young adults to a redesigned website, www.smokeybear.com, which includes wildfire prevention and fire safety tips, and encourages visitors to take a pledge to “Get Your Smokey On.” The campaign also incorporates social media strategies to engage the young adult target audience. Please

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- ▶ New PSAs Encourage Students to Challenge Themselves



- ▶ Parents Are Encouraged to Feed Their Kids the Arts



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Acrobat Reader is required in order to read pdf files. If you do not have Acrobat on your computer [click here](#) to download and install a free copy.

continue your support of this campaign to help educate and empower a new generation of Americans about their role in wildfire prevention.

Campaign Urges Men to Take Preventive Steps in their Health

Real Men Wear Gowns



▲ Print ads show men how taking a more active role in your preventive health ensures that you will be there for your family's special moments.

In an effort to raise awareness among middle-age men about the importance of preventive medical testing, the Ad Council launched a new campaign in April with the U.S. Department of Health and Human Services' Agency for Healthcare Research and Quality (AHRQ). Research shows that most men only visit their doctors when they feel sick. Created pro bono by McCann Erickson Detroit, the public service ads encourage men over 40 to learn which preventive screening tests (including cholesterol checks, high blood pressure tests and colonoscopies) they need to get and when they need to get them.

Featuring the tagline "Real Men Wear Gowns," the TV, radio, print and Web ads incorporate family as a key motivating factor for men to take a more active role in preventive health. The lighthearted ads feature men wearing exam gowns and participating in everyday family activities to show the target audience that being a real man means taking care of yourself (and your health) so you can be there for your families in the future. A second series of ads, created in partnership with ESPN on behalf of the campaign, launched in May with the same goal of increasing preventive medical testing among men.

The TV, radio, print and Web ads urge male audiences to follow their health the way they follow sports. Created pro bono by ESPN and Wieden & Kennedy, the TV and radio ads feature ESPN anchors Mike Golic and Mike Greenberg (*Mike and Mike in the Morning*), Tony Reali and Woody Paige (*Around the Horn*), Jim Rome (*Jim Rome Is Burning*) and *SportsCenter's* Stuart Scott.

Both efforts direct men to visit a comprehensive website, www.ahrq.gov/realmen, that provides information on the recommended ages for preventive testing (as well as a list of tests), a quiz designed to test knowledge of preventive health care, tips for talking with doctors, a glossary of consumer health terms, and links to online resources with more medical information.

Please support this new campaign and help encourage men throughout the country to find out which preventive medical tests they need and when they need to get them.

♂ Men are 25% less likely than women to have visited the doctor within the past year. (Source: AHRQ)

♂ Men are 1.5 times more likely than women to die from heart disease, cancer and chronic lower respiratory diseases.

(Source: Centers for Disease Control and Prevention)

Former President Bush and Barbara Bush Urging Americans to Reduce Their Cancer Risk

Nearly 11 million Americans are currently living with a previous diagnosis of cancer and the disease is responsible for one in every four deaths in the U.S. today, according to the *Centers for Disease Control and Prevention* (CDC). However, a recent study found that more than half of Americans are not aware of their role in reducing their own risk of cancer (C-Change, 2008).

In a series of new television PSAs, Former President Bush and Barbara Bush communicate to all Americans that they have the power to significantly reduce their risk of cancer by incorporating small steps into their daily lives. These steps include getting recommended screenings, avoiding



▲ New TV spots featuring the former President and First Lady communicate to Americans that everyone has the power to reduce their risk of cancer through simple steps.

smoking and tobacco, improving diet and getting physically active. The new PSAs were developed on behalf of C-Change (www.c-changetogether.org), a national coalition of cancer leaders from the government, business and non-profit sectors, and will be customized by C-Change member organizations throughout the year in an effort to deliver a consistent message to Americans through many credible voices. Members of C-Change include the *American Cancer Society*, *American Legacy Foundation*, *CDC*, *Lance Armstrong Foundation* and the *Prevent Cancer Foundation*.

Warriors Challenge Students to Take on the Tough Classes!



▲ "Algebra II," "Foreign Languages," and "Biology," are personified by imaginative characters.

While 94 percent of high school graduates from the highest income families enroll in postsecondary institutions, only 54 percent of those from the lowest income families pursue higher education. Partnering with *The Lumina Foundation for Education* and the *American Council on Education (ACE)*, the Ad Council is continuing to address this issue with new creative work for its KnowHow2GO College Access campaign.

Created pro bono by Publicis in New York, the new PSAs use humor to encourage low-income and first-generation students to take the necessary steps to prepare for college. The highly imaginative PSAs feature memorable warrior characters that personify "Algebra II," "Biology" and "Foreign Languages" challenging students to take difficult classes. Print ads feature boxing gloves and punching bags to motivate students to take on these challenges. New radio advertising created specifically for the Hispanic community is also available. The PSAs direct audiences to visit www.KnowHow2GO.org, a dynamic new website where students can take a virtual tour of a college campus, allowing them to explore in a safe and fun environment.

The interactive site is also equipped with tools that enable teens to challenge their friends to take tough classes via email. In addition, the website features biographies of the PSA's fictional characters, who also have their own

personal *MySpace* and *Facebook* profiles. Please continue your support of this important campaign.

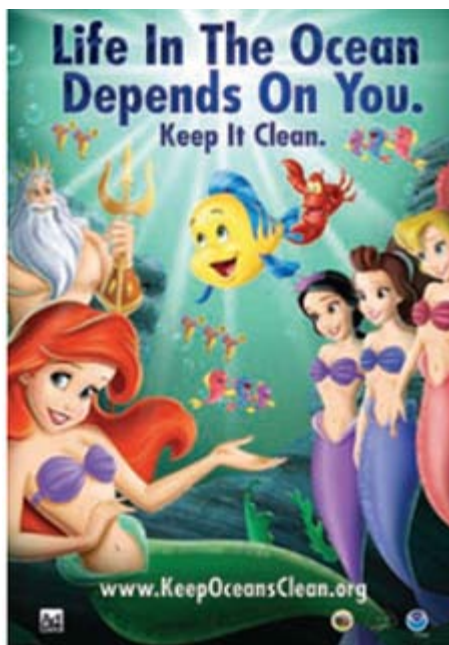
The Little Mermaid Inspires Americans to Protect and Preserve Our Oceans

Marine debris poses a serious threat to the marine environment, as well as our health and safety. In an effort to raise awareness about how our actions affect the health of the

oceans, the Advertising Council has launched a new round of PSAs in partnership with the *National Marine Sanctuary Foundation* (NMSF), the *National Oceanic and Atmospheric Administration* (NOAA), the *Department of Interior*, and *Walt Disney Studios' Buena Vista Home Entertainment*.

Created pro bono by *Buena Vista Home Entertainment*, the new PSAs incorporate clips from Disney's *The Little Mermaid: Ariel's Beginning*. Disney's iconic animated characters capture the energy of life under the sea and deliver the critical message in a way that effectively speaks to 2–12-year-olds and their families.

Initially launched in 2006, this campaign is already having an impact. In an August 2007 nationwide tracking survey of kids ages 6–12, those respondents aware of the campaign advertising were significantly more likely than those unaware to say that they are interested in learning more about what they can do to help protect the ocean (68% vs. 41%). Please continue to help us raise awareness of this important issue by supporting these PSAs.



▲ Disney characters capture the energy of life under the sea.

New Ads Encourage Parents to Feed Their Kids the Arts



▲ New PSAs depict an arts education as nourishment for children.



The Ad Council and Americans for the Arts have launched a new extension of their “Arts. Ask for More.” campaign. The ads feature a new creative strategy in which parents “feed their kids the arts” with breakfast foods like “Raisin Brahms” and “VanGoghurt” that will help improve math and creative problem-solving skills. The new ads debuted in May at *Advertising that Changed a Nation*, an exhibit at the *New England Institute of Art* in Brookline, Massachusetts.

An overwhelming majority of school superintendents and employers agree that creativity is increasingly important in the workforce and that an arts training is crucial to de-veloping creativity. This campaign encourages parents to get involved in increasing their children’s experience in the arts in order to enhance their education. The PSAs direct parents to visit the campaign website, www.AmericansForTheArts.org, where they can find ten simple ways to include the arts in their children’s lives. With continued support of this campaign, parents all over the country will help promote the arts in their children’s lives, which will enrich their education and their future.

Please support this campaign and give children the education in the arts that they need. For additional campaign information, visit www.AmericansForTheArts.org.

Advertising That Changed a Nation

The *New England Institute of Art* developed a wonderful exhibit showcasing the Ad Council's rich history of public service advertising this spring. Underwritten by Boston-based ad agency Mullen, the exhibit featured a series of print, outdoor and television ads from the Ad Council's 65-year history, highlighting the impact of memorable campaigns, including Wildfire Prevention (Smokey Bear), Crime Prevention (McGruff

the Crime Dog), Pollution (The Crying Indian) and Drunk Driving Prevention (“Friends Don’t Let Friends Drive Drunk” and “Buzzed Driving is Drunk Driving”).



Ready Business Campaign Urges Small Businesses to “Define Their Day After”

The *U.S. Department of Homeland Security* and the Ad Council are reaching out to small businesses with a new round of creative work for the Ready Business campaign, developed to educate owners and managers of small to medium-sized businesses about preparing their employees, operations, and assets in the event of an emergency.

More than one-half of all Americans are employed by small businesses, according to the *U.S. Census Bureau*. However, research by the *Institute for Business and Home Safety* indicates that one in four U.S. businesses never recover or reopen after a disaster.

Created by the Neiman Group, this new installment of the campaign, entitled “Procrastination,” seeks to encourage small business owners to “define their day after” by putting emergency preparedness at the top of their to-do list. The PSAs tap into the natural tendency for small business owners to put off making plans for another day.

The ability of small businesses to survive and recover quickly from both natural and manmade disasters



directly benefits employees, customers, and the community, as well as the local and national economy.

▲ Innovative PSAs showcase the thoughts that lead to procrastination.

Please continue your support for this campaign and help us make a difference.

Live United Today



▲ New PSAs aim to inspire Americans to Live United.

The Ad Council, in partnership with United Way, launched a new series of PSAs designed to inspire Americans to partner with United Way in its efforts to advance the common good. The new PSA campaign, created pro bono by McCann Erickson, includes television, radio, outdoor, print and Internet PSAs and invites the audience to engage with United Way and encourages people to “Give. Advocate. Volunteer. Live United.” The common objectives of United Way’s nationwide campaign include helping children and youth achieve their potential, promoting financial stability and independence and improving health across the country. The goal is to create lasting positive

change by addressing the root causes of these problems.

The PSAs, available in English and Spanish, drive traffic to the website www.liveunited.org where audiences can access resources and ideas for engaging with United Way in their local community.

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COMMUNITY

Adoption

HHS' Collaboration to AdoptUSKids



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; Spanish: www.adopte1.org / **TOLL-FREE NUMBERS:** English: (888) 200-4005; Spanish: (877) 256-7831 **VOLUNTEER AD AGENCIES:** kirshenbaum bond + partners, Revolución / **AD COUNCIL CAMPAIGN DIRECTOR:** Melissa Otero
MATERIALS: TV, RADIO, PRINT, WEB BANNERS
SPANISH: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

Community Engagement

United Way of America



NEW MATERIALS

The Community Engagement campaign works to motivate and inspire people from all walks of life to get engaged and become a partner of the United Way in an effort to advance the common good. It encourages audiences to, "Give. Advocate. Volunteer. Live United." The campaign website, liveunited.org, provides people with the resources to get motivated to give back to their communities and to

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.liveunited.org / Volunteer Ad Agency: McCann Erickson New York / Ad Council Campaign Manager: Megan Sigesmund
MATERIALS: PRINT, RADIO, TV, OUTDOOR

create lasting, positive change.

ALL MATERIALS AVAILABLE IN SPANISH

Environmental Involvement

Earth Share



From the African desert to the Arctic wilderness, every aspect of our environment—air, water, land, wildlife and public health—is connected. The Earth Share campaign focuses on our responsibility to the natural environment and encourages Americans to get involved.

FOR MORE INFORMATION, CONTACT: Robin Perkins, Communications Director, 7735 Old Georgetown Road, Suite 900, Bethesda, MD 20814; (240) 333-0300 WEBSITE: www.earthshare.org / VOLUNTEER AD AGENCY: Draftfcb, 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



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 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 / VOLUNTEER AD AGENCY: Campbell-Ewald, Detroit / AD COUNCIL CAMPAIGN DIRECTOR: Lisa Cullen 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 / WEBSITE: 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, 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; 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, where they can learn simple steps that save energy and money and reduce pollutants that contribute to global warming.

FOR MORE INFORMATION, CONTACT: Environmental Defense, 257 Park Avenue South, New York, NY 10010; (212) 616-1288 / WEBSITE: www.fightglobalwarming.com VOLUNTEER AD AGENCY: Ogilvy & Mather, New York / AD COUNCIL CAMPAIGN MANAGER: Megan Sigismund
MATERIALS: 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 / VOLUNTEER AD AGENCY: VGS Creative / AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
MATERIALS: TV, RADIO, WEB BANNERS

Myanmar Relief

U.S. Fund for UNICEF



NEW MATERIALS

Myanmar has been devastated by the deadliest natural disaster since the tsunami. Cyclone Nargis has left 154,000 dead or missing. UNICEF has worked in Myanmar since 1950, and had personnel and supplies in place as soon the crisis struck, providing crucial relief to children and families.

Ben Stiller, Tea Leoni, Nicole Ritchie, Joel Madden, Paul Rudd, and David Duchovny serve as UNICEF spokespeople, urging the public to help UNICEF save lives in Myanmar. UNICEF is providing medicine, clean water, food, and shelter to the eight million children affected by the cyclone, but much more is needed to reach those in need.

FOR MORE INFORMATION, CONTACT: Afreen Akhter, US Fund for UNICEF, 125 Maiden Lane, New York, NY, 10038; (212) 922-2538, Fax (212) 856-6014; aakhter@unicefusa.org / Website: www.unicefusa.org
MATERIALS: TV, RADIO, PRINT

Oceans Awareness

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



NEW MATERIALS

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

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; www.nmsfocean.org; www.environmentaldefense.org / VOLUNTEER AD AGENCY: Buena Vista Home Entertainment / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson
MATERIALS: TV, WEB BANNERS

prevent pollution before it harms the oceans and the sea creatures that live there.

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EDUCATION

Arts Education

Americans for the Arts



NEW MATERIALS

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

FOR MORE INFORMATION, CONTACT: Nina Ozlu, 1000 Vermont Avenue NW, 12th Floor, Washington, DC 20005; (202) 371-2830;
 WEBSITES: www.AmericansForTheArts.org;
www.artsusa.org/get_involved/visibility/visibility_002.asp VOLUNTEER
 AD AGENCY: Leo Burnett, Chicago / AD COUNCIL CAMPAIGN
 DIRECTOR: Melissa Otero
 MATERIALS: PRINT, RADIO, TV
 SPANISH: PRINT

College Access

Lumina Foundation for Education and American Council on Education



NEW MATERIALS

Despite high aspirations to attend college, low-income and first-generation students are underrepresented on college campuses. This campaign encourages students and their families to learn more about the actual steps they need to take to be prepared for, and ultimately succeed in college at www.KnowHow2GO.org or to call 800-433-3243.

FOR MORE INFORMATION, CONTACTS: Susan Conner, EVP, Impact Strategy, Lumina Foundation for Education, 30 South Meridian St., Ste. 700, Indianapolis, IN 46204; (317) 951-5303 WEBSITE: www.luminafoundation.org; Melanie Corrigan, Associate Director, American Council on Education, One Dupont Circle NW, Washington, DC 20036; (202) 939-9554; www.acenet.edu / Website: 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."

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 / 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 or contact their local United Way for information and resources.

FOR MORE INFORMATION, CONTACT: Mary McDonald, Director, Advertising, United Way of America, 701 North Fairfax Street, Alexandria, VA 22314; (703) 836-7100 ext. 331 / WEBSITE: www.bornlearning.org / VOLUNTEER AD AGENCY: McCann Erickson New York / AD COUNCIL CAMPAIGN MANAGER: Megan Sigesmund
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 Fl., New York, NY 10036; (212) 596-6037 WEBSITE: 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 / 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 / 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 138 million items on approximately 650 miles of bookshelves. Its mission is to make its vast resources available and useful to Congress and the American people, and to sustain and preserve a universal collection of knowledge and creativity for future generations. The objective of the Lifelong Literacy campaign is to inspire fun and promote literacy in all types of learning, especially reading. From books to magazines to comics, reading gives kids the opportunity to explore their imaginations. The PSAs encourage youth to log on to www.literacy.gov to discover, learn and explore.

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

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

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All RADIO AND TV STATIONS: All Ad Council radio and TV PSAs are produced in compliance with SAG and AFTRA. PSA directors are urged to check their inventories for expired materials.

HEALTH AND SAFETY

Autism Awareness

Autism Speaks



Autism is the nation's fastest-growing serious developmental disorder, with 1 in 150 children diagnosed each year. This campaign aims to raise awareness of and increase parental knowledge about autism, and to empower parents to take action if their child is not meeting certain developmental milestones.

FOR MORE INFORMATION, CONTACT: Autism Speaks, 2 Park Avenue, 11th Flr., New York, NY 10016 WEBSITE: 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 / 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 or call 1-800-4-A-CHILD for more information on what they can do to help.

FOR MORE INFORMATION, CONTACT: Walt Stutz, 15757 N. 78th Street, Scottsdale, AZ 85260; (480) 922-8212 / Website: www.childhelp.org / Ad Council Campaign Director: Amy Gibson-Grant
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 eating

FOR MORE INFORMATION, CONTACT: London Liebengood, U.S. Department of Health and Human Services, 200 Independence Avenue SW, Washington, DC 20201; (202) 260-1315; London.Liebengood@hhs.gov / WEBSITE: www.smallstep.gov / Volunteer Ad Agencies: McCann Erickson, New York, GSD&M's Idea City / AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre
MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS
SPANISH: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

healthy can help them do the things they really love to do and do them better. Children and their families are encouraged to visit www.SmallStep.gov, where they can find fun, interactive and beneficial information on healthy eating and physical activity.

Crime Prevention

National Crime Prevention Council



The newest PSAs inspire 12-to-14-year-olds, particularly girls, to put an end to cyberbullying, directing them to www.ncpc.org/cyberbullying. Further efforts include general crime and bullying prevention messages. Bullying is a widespread problem for our nation's youth and this initiative is designed not only to counteract bullying at a young age, but also to help parents recognize the warning signs of bullying. The 25th anniversary PSAs encourage adults to visit www.ncpc.org to learn simple ways to aid in crime prevention.

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 WEBSITE: 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 Spanishlanguage messaging to reach the Hispanic community.

FOR MORE INFORMATION, CONTACT: Tom Boyer, Executive Director, Diabetes Care Coalition, 425 Market Street, Suite 2211, San Francisco, CA 94105; (415) 512-5230 WEBSITES: www.diabetesA1C.org; www.midiabetesA1C.org VOLUNTEER AD AGENCY: McCann Erickson New York / AD COUNCIL CAMPAIGN MANAGER: Megan Sigesmund 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 / 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 Streeter, U.S. Department of Homeland Security, Office of Public Affairs; (202) 282-8010 / WEBSITES: www.ready.gov; www.listo.gov / VOLUNTEER AD AGENCIES: BBDO, New York; Elevación Ltd. / AD COUNCIL CAMPAIGN DIRECTOR: Amy Gibson-Grant MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS SPANISH: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

Emergency Preparedness-Business

U.S. Department of Homeland Security



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

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

FOR MORE INFORMATION, CONTACT: Farah Englert, AHRQ, 540 Gaither Road, Rockville, MD 20850; farah.englert@ahrq.hhs.gov; (301) 427-1865/ WEBSITE: www.ahrq.gov/superheroes / VOLUNTEER AGENCY: Casanova Pendrill New York / AD COUNCIL ASSISTANT CAMPAIGN MANAGER: Jessica Thomas MATERIALS: RADIO, TV, WEB BANNERS

Men's Preventive Health

Agency for Healthcare Research and Quality



NEW MATERIALS

Men are 25 percent less likely than women to have visited the doctor within the past year and are 38 percent more likely than women to have neglected their cholesterol tests. The U.S. Department of Health and Human Services' Agency for Healthcare Research and Quality (AHRQ) is sponsoring a campaign to encourage middle-age men to learn which potentially life-saving preventive medical tests they need to get and when they need to get them. The campaign encourages men to visit a comprehensive website, www.ahrq.gov/realmen, to find out more.

FOR MORE INFORMATION, CONTACT: Farah Englert, AHRQ, 540 Gaither Road, Rockville, MD 20850; farah.englert@ahrq.hhs.gov; (301) 427-1865 / WEBSITE: www.ahrq.gov/realmen / VOLUNTEER AGENCY: McCann Erickson AD COUNCIL CAMPAIGN DIRECTOR: Melissa Otero MATERIALS: RADIO, TV, PRINT, 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

FOR MORE INFORMATION, CONTACT: Chris Marshall, U.S. Department of Health and Human Services; Substance Abuse and

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.

Mental Health Services Administration; 1 Choke Cherry Road, Rm 6-1071, Rockville, MD 20857; (240) 276-1947; marshal@samhsa.gov / WEBSITE: www.whatadifference.org / VOLUNTEER AD AGENCY: Grey Worldwide / AD COUNCIL VP, CAMPAIGN DIRECTOR: Deborah Leiter
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 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 / 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 to "Take a Small Step to Get Healthy."

FOR MORE INFORMATION, CONTACT: London Liebengood, U.S. Department of Health and Human Services, 200 Independence Avenue SW, Washington, D.C. 20201; (202) 260-1315; London.Liebengood@hhs.gov WEBSITE: www.smallstep.gov / VOLUNTEER AD AGENCY: McCann Erickson New York / AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre
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) Communications Dept., 699 Prince Street, Alexandria, VA 22314; (703) 837-6111; e-media@ncmec.org; (2) Kim Smith, Office of Public Affairs, 950 Pennsylvania Ave. NW, Washington, DC 20530; Kimberly.A.Smith@usdoj.gov **WEBSITE:** www.cybertipline.com / **VOLUNTEER AD AGENCY:** Merkley + Partners / **AD COUNCIL VP, CAMPAIGN DIRECTOR:** Rebecca Roban **MATERIALS:** MAGAZINE, NEWSPAPER, OUTDOOR, RADIO, TV, WEB BANNERS **SPANISH:** RADIO, TV, WEB BANNERS

Patient Involvement

Agency for Healthcare Research and Quality



The Agency for Healthcare Research and Quality (AHRQ) is the lead agency within the U.S. Department of Health and Human Services with a mission of improving the quality, safety, efficiency and effectiveness of health care for the public. Gaps in the health care system open patients up to serious medical errors, even under routine circumstances. Asking questions at every step is an effective defense. This campaign encourages the public to be active members of their health care team and delivers actionable, simple ways for people to be more involved at www.ahrq.gov/questionsaretheanswer.

FOR MORE INFORMATION, CONTACT: Farah Englert, AHRQ 540 Gaither Road, Rockville, MD 20850; farah.englert@ahrq.hhs.gov; (301) 427-1865 / **WEBSITE:** www.ahrq.gov/questionsaretheanswer / **VOLUNTEER AGENCY:** McCann Erickson / **AD COUNCIL CAMPAIGN DIRECTOR:** Melissa Otero **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

FOR MORE INFORMATION, CONTACT: Tate Chambers, 950 Pennsylvania Ave. NW, Washington, DC 20530; (202) 514-2007 / **WEBSITE:** www.psn.gov / **VOLUNTEER AD AGENCY:** Mullen / **AD COUNCIL VP, CAMPAIGN DIRECTOR:** Michelle Hillman **MATERIALS:** TV, RADIO, OUTDOOR, PRINT

violence not just for themselves but for their families.

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 / 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, WEB BANNERS

Underage Drinking Prevention

U.S. Department of Health & Human Services Substance Abuse and Mental Health Services Administration



This campaign seeks to reduce and delay the onset of underage drinking by increasing communication between parents and youth. The campaign encourages parents to speak early and often to their children about the dangers of underage drinking.

FOR MORE INFORMATION, CONTACT: Mark Weber, 1 Choke Cherry Road, Room 8-1029, Rockville, MD 20857; (240) 276-2128; mweber@samhsa.gov / WEBSITE: www.stopalcoholabuse.gov / VOLUNTEER AD AGENCY: The Kaplan Thaler Group / AD COUNCIL CAMPAIGN MANAGER: Dzu Vien Bui MATERIALS: TV, RADIO, PRINT, WEB BANNERS

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 campaign. The effort is

FOR MORE INFORMATION, CONTACT: 245 Park Avenue, New York, NY 10167; (212) 931-7914; Jacqueline Parkes / Website: www.welcomebackveterans.org Volunteer Ad Agency: Ogilvy & Mather

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.

/ Ad Council Campaign **MANAGER**: Trace Della Torre
MATERIALS: TV, WEB BANNERS

Wildfire Prevention

USDA Forest Service, National Association of State Foresters



NEW MATERIALS

The principal causes of human-caused wildfires are unattended campfires, trash burning on windy days, BBQ coals and 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 and speaking up if they see someone in danger of causing a wildfire.

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 / **VOLUNTEER AD AGENCIES**: Draftfcb; Ruder Finn Interactive / **AD COUNCIL 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.

FOR MORE INFORMATION, CONTACT: David Diggs, Executive Director, 1400 16th Street NW, Ste. 600, Washington, DC 20036; (202) 736-2983; ddiggs@ctia.org **WEBSITE**: www.wirelessamberalerts.org / **VOLUNTEER AD AGENCY**: Merkley + Partners / **AD COUNCIL VP, CAMPAIGN DIRECTOR**: Rebecca Roban
MATERIALS: RADIO, NEWSPAPER, OUTDOOR, INTERACTIVE, TV

Youth Reckless Driving Prevention

State Consumer Protection Agencies and Attorneys General Offices

EXPIRATION DATES EXTENDED



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

FOR MORE INFORMATION, CONTACT: The Advertising Council,
1203 19th St. NW, 4th Flr, Washington, DC 20036 / WEBSITE:
URTheSpokesperson.com / AD COUNCIL CAMPAIGN MANAGER:
Ashlee Thompson
MATERIALS: TV, PRINT, WEB BANNERS, OUTDOOR

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



American Academy of Dermatology "Indoor Tanning is Out"

On an average day in the United States, more than one million people tan in tanning salons. Unfortunately, many people, especially young women, erroneously believe that indoor tanning is safer than sun exposure. Many also believe that a tan is a sign of good health.

The American Academy of Dermatology (Academy) wants the public to know that indoor tanning is not as safe as they think. Indoor tanning before the age of 35 has been associated with a significant increase in the risk of melanoma. And one person dies of melanoma about every hour.

Educate your viewers about the risks of indoor tanning. "Indoor Tanning is Out" is an innovative television ad, available in :60 and :30 lengths, which speaks to young women in a peer-to-peer format. For more information, contact the Academy at 1-888-462-DERM or visit www.aad.org/media/psa.

AVAILABLE MATERIALS: TV, Radio, Print, Internet Baner ads

FOR MORE INFORMATION, CONTACT: American Academy of Dermatology, Allison Sit, asit@aad.org / 930 E. Woodfield Road, Schaumburg, IL 60173; (847) 330-0230; Fax (847) 330-8907 / AD AGENCY: Houlihan Madison Most / WEBSITE: www.aad.org



Arbor Day Foundation Bringing Our Forests Back to Life

Our National Forests are national treasures. They are home to millions, provider of clean air and water, and a source of unparalleled beauty. But they are being destroyed as never before by insects, disease, and devastating fires. The Arbor Day Foundation's new PSAs use dramatic, captivating film to inspire people of all ages and all walks of life to help in replanting our National Forests to help bring them back to life. The PSAs' compelling message asks people to go to the Arbor Day Foundation's website, arborday.org to find out how they can help.

AVAILABLE MATERIALS: TV (English and Spanish), Radio (English), Print

FOR MORE INFORMATION: Mark Derowitsch, MDerowitsch@arborday.org / (888) 448-7337; Fax (402) 474-0820
AD AGENCY: J. Greg Smith, Inc. / WEBSITE: www.arborday.org

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An interview with Joe Puglise Vice President/Market Manager Clear Channel Radio Phoenix

What is Clear Channel's corporate strategy as it pertains to public service advertising?

While Clear Channel as a company is a very strong proponent of public service advertising, one of the little known and inconveniently obscured facts is that our corporate office gives the local market complete discretion on how, when, and where to serve its community. The feeling in San Antonio is that the true needs and priority of each local market are best determined by those living in those markets themselves. We pay our real estate taxes here, our kids ride the bus, etc. If we are truly doing our jobs and walking the walk, then we are fulfilling our public service obligation and privilege in the way most appropriate to our local community.

How does the Ad Council help augment Clear Channel's community efforts?

I believe one of the biggest benefits of working with the Ad Council is their sense of organization and willingness to help prioritize what is a complex myriad of all very well-intentioned and meaningful messages. When you try to be all things to all people, you'll normally not be very effective in any one of them. The Ad Council's partnership can be very useful in working with the local market leadership to help determine together where specific focus may best be applied and what resources to apply towards it.

What issues do you think deserve national focus?

I can think of several health-related issues off of the top of my head, though going in another direction I think you'd be hard-pressed to not find millions of people on the national level swimming in a personal debt and liquidity crisis with no real idea of how to help themselves out of it.

Is Clear Channel Phoenix involved in any unique public service projects?

We use the combined resources of our eight brands to encourage participation in local fundraising. For instance, we are media partners with the Pat Tillman Foundation. Pat was the ex-Arizona State football star and NFL player who left behind a blossoming career to serve his country in Afghanistan. Pat lost his life in a friendly fire incident while on duty. Very tragic.

After his death, Pat's family established the Pat Tillman Foundation to recognize and develop leadership skills in young men and women. We provide this organization year-round access to the stations via promotions, public service and public affairs programming, and guest appearances on the talk and music stations.

→ A Letter from Tom Harbour & Jay Farrell

The Advertising Council, the USDA Forest Service, and the National Association of State Foresters have a long history of working to promote the message of Smokey Bear, the national symbol of the Wildfire Prevention Campaign. Today, his famous words of wisdom, "Only You Can Prevent Wildfires," are the center of one of the most successful PSA campaigns in our nation's history. Thanks to the support of the media community, his message has reached millions, and helped to prevent countless acts of carelessness from leading to a devastating wildfire.

We hope you will continue your excellent tradition of support with the latest from the Wildfire Prevention campaign, featuring

Smokey Bear with an entirely new look, voiced by actor Sam Elliot, encouraging audiences to "Get Your Smokey On." Your part in promoting the new PSAs and Smokey's website, www.SmokeyBear.com, will help us reach an even broader audience and ensure the prevention of the needless destruction of forests, homes, lands and wildlife.

It's always wildfire season somewhere in the U.S. and every region of the U.S. has wildfires. We look forward to your continued support in passing along Smokey's enduring message of personal responsibility for preventing unwanted, human-caused wildfires.

Sincerely,



A handwritten signature in black ink, appearing to read "Tom Harbour".

Tom Harbour, Director of Fire
and Aviation Management
U.S. Forest Service



A handwritten signature in black ink, appearing to read "Jay Farrell".

Jay Farrell, Executive Director
National Association of
State Foresters