

# PSA Bulletin

September / October 2008



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## Ad Council Launches Innovative Anti-Steroids PSA Campaign

The use of performance-enhancing substances is at a level of concern in American sport. Media coverage of steroids is becoming more visible and may influence teenage consideration and usage of these dangerous substances. To combat this alarming problem, the Ad Council has joined forces with the U.S. Olympic Committee to create a new public service advertising campaign that seeks to prevent teens from abusing these harmful drugs. The PSAs, created pro bono by TBWA\Chiat\Day, target athletic teens between the ages of 14–17.

The engaging PSAs demonstrate that the use of steroids lessens the value of athletic achievements. Each of these PSAs drives the public to the inventive website [www.DontBeAnAsterisk.com](http://www.DontBeAnAsterisk.com). At this site, teens can learn more about the dangers of steroids, get wisdom from professional athletes and find healthy ways to excel in athletics.

Please help support this critical campaign so that we can address this pressing issue concerning America's youth.



▲ A new print ad created pro bono by TBWA\Chiat\Day conveys the urgency of anti-steroid use among teens.

## Inspiring Invention in Children "Anything's Possible—Keep Thinking"

A new series of PSAs was launched in July to engage the next generation of children in innovation. The TV, radio, outdoor and Web ads are a continuation of the Inspiring Invention PSA campaign, first launched in 2007, which aims to make inventing a part of American children's lives. Developed in partnership with the Department of Commerce's U.S. Patent and Trademark Office and the National Inventors Hall of Fame Foundation, the campaign seeks to ensure that the United States continues its global leadership in technology and innovation.

The PSAs emphasize the importance and fun of pursuing inventing as part of an education, and later as a career. Created pro bono by Publicis & Hal Riney, the ads are designed to inspire "tweens" (ages 8–11) to recognize how their imaginations can lead to the technological advances of the future.

### INSIDE THIS EDITION:

- ▶ New PSAs Encourage Students to Challenge Themselves



- ▶ Parents Are Encouraged to Feed Their Kids the Arts



- ▶ Live United Today Give. Advocate. Volunteer.



### Past Issues

< select an issue >



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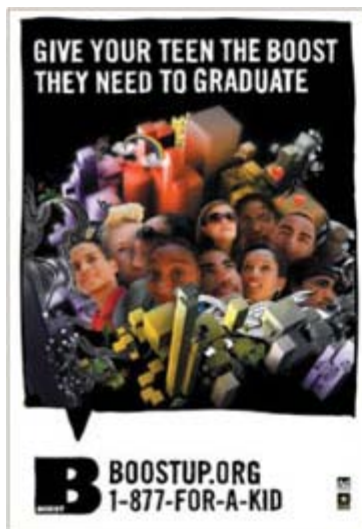
The campaign communicates that there is a role for every kind of unique curiosity and imaginative idea as it relates to invention. Developed through research among inventors and children, the ads feature ordinary children creating inventions to solve everyday problems, and communicate that anything is possible if you keep thinking. At the center of the campaign is an engaging website, [www.InventNow.org](http://www.InventNow.org), where children can explore and discover their innate inventiveness and curiosity. Designed by VPI, the site allows children to explore their interests in space, sports, design and entertainment.



▲ A new TV spot features a young boy who invented suction tires in an effort to show all tweens that anything is possible when you keep thinking.

New additions to the site include a showroom, created by Driftlab, featuring a series of interactive games and an inventor's tool kit. Also, the "Invent Now" gallery highlights inventions created by children throughout the country. Since the campaign launch last year, the website has received more than 2 million visitors, more than 72,200 people have registered on the site and more than 1,200 children have shared their inventions. This campaign has had extraordinary success in engaging children and the new ads, along with the enhancements to the website, will continue the momentum.

## Giving Teens a Boost to Stay in School 9 in 10 Students in the Boost Class of '08 Graduate!



*"I just wanted to say thank you for the boost...all the comments I got only pushed me in the right direction to graduate and I appreciate it sooo much...I'll be happy to know that I did graduate and earned a full scholarship to UC Irvine! I finally found happiness in my life and am so ready for this new chapter that I am about to embark on. THANKS AGAIN!!!!!" — Kiara*



▲ The "Boost" campaign urges all audiences to provide support for teens in their community to help them stay in school and graduate.

The Boost campaign, developed in partnership with the U.S. Army as an extension of the Ad Council's national High School Dropout Prevention PSA campaign, has been extremely successful due to your ongoing and significant support. The campaign has received more than \$400 million in donated media support, and as a result, countless teens throughout the country have received the encouragement they need to stay in school. In fact, nine in ten at-risk students featured in the Boost "Class of '08" PSAs overcame their challenges and graduated from high school. See the message above from Kiara—Boost Class '08.

To coincide with the back-to-school season, the latest series of ads has been redistributed to the media in August. The PSAs feature at-risk students documenting their struggles to stay in school and urge audiences to support all teens in their lives by giving them a "boost" of encouragement to graduate. A new series of PSAs featuring the Class of 2009 is scheduled to launch nationwide this winter. Please continue to help us empower students and make a difference in their lives by supporting these PSAs.

### New "Buzzed Driving" PSAs Available for the Holidays

In an effort to extend the reach of the "Buzzed Driving is Drunk Driving" campaign to Americans during the holiday week this December, the Ad Council and the U.S. Department of Transportation's National Highway Traffic Safety Administration will be partnering with the Television Bureau of Advertising for the fifth straight year on an industry "roadblock" in which all local broadcast TV stations will be encouraged to donate airtime for the TV spots.



This year's Project Roadblock will feature a new series of PSAs and will incorporate digital distribution, as well as a viral text message that will be deployed on New Year's Eve to remind local TV viewers to refrain from drunk driving. Last year, stations in markets representing 99% of America registered for the roadblock, including stations in all the top markets. Each year, the industry's support of the "Buzzed Driving" roadblock generates significant awareness for this lifesaving campaign. As a result, Americans are acting on the message, particularly young men in the target age group.

According to Ad Council tracking studies, the proportion of young men who reported having refrained from impaired driving recently (within the past month) nearly doubled, from 17% in January 2006 to 30% in January 2008. Your support is making a difference.



## Keeping It Green

Staying true to our environmental campaign initiatives, the Ad Council is committed to ensuring that all materials used for distributing PSAs are environmentally friendly. The Ad Council uses recycled paper and plastic. With the country becoming more environmentally conscious, we encourage partners to become "more green" also by reducing, reusing and recycling. You can help by recycling radio cases, media materials and paperwork. Another way to help the planet is through donating expired or extra media materials to the communications, broadcast or media departments of local schools, colleges or universities. Instead of being thrown away and becoming waste, your old media materials can be reused again and again in a classroom by students. Companies are also encouraged to learn more by contacting either a local recycling vendor or a national vendor.



## Bringing Social Causes to Social Media



▲ The Ad Council takes advantage of the latest technology and social media strategies to engage target audiences in its public service messages.

Social networking sites are becoming increasingly interwoven into the lives of the American public. Every month more than 36 million Americans use Facebook and more than 72 million Americans use MySpace. In response to this phenomenon, the Ad Council is creating new social networking communities around its campaigns.

Our Teacher Recruitment, Wildfire Prevention and High School Dropout Prevention campaigns currently have a growing presence on social networking sites. The highly innovative I Teach NYC Facebook page connects current and future New York teachers with each other and provides interactive ways to learn about teaching in New York. The Smokey Bear Facebook page attracted over 400 "fans" in one month alone. On the MySpace and Facebook profiles for Boost, you will find a "graduation countdown" widget that visitors can embed on their own social networking pages. These are just a few examples of the engaging features of the Ad Council's growing roster of social networking profiles.

Please join these communities by becoming a "friend" or "fan" and help to support the Ad Council's critical campaigns.



# PSABulletin

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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](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

## Community Engagement

United Way of America



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](http://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](http://www.liveunited.org) / Volunteer Ad Agency: McCann Erickson New York / Ad Council Campaign Manager: Megan Sigesmund  
MATERIALS: PRINT, RADIO, TV, OUTDOOR, WEB BANNERS

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](http://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](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: Lisa Cullen MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

## Foreclosure Prevention

NeighborWorks® America



NEW LENGTHS

Foreclosures are a very serious problem in our country. We estimate that a staggering 1.8 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: Omar Velarde-Wong, NeighborWorks® America, 1325 G Street NW, Suite 800, Washington, DC 20005; (202) 220-2461; Fax: (202) 376-2160; ovelardewong@nw.org / WEBSITE: [www.ForeclosureHelpandHope.org](http://www.ForeclosureHelpandHope.org) / VOLUNTEER AD AGENCY: mcgarrybowen / AD COUNCIL CAMPAIGN MANAGER: Cece Wedel MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS SPANISH: OUTDOOR, PRINT, RADIO, TV

## Generous Nation

The Advertising Council



NEW MATERIALS

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: Megan Sigesmund 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](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



NEW MATERIALS

The ocean is essential to all life on Earth, but is now being put at risk by human activity. The ocean does not have an infinite capacity to absorb the waste we allow to flow into it. 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 PSAs are designed to raise awareness among Americans about the connection between our activities on land and the health of the ocean. Our objective is to inspire the audience to prevent pollution before it harms the ocean 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: Ashlee Thompson  
MATERIALS: TV, WEB BANNERS, OUTDOOR, WEB BANNERS



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## EDUCATION

### Arts Education

Americans for the Arts



NEW MATERIALS

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

FOR MORE INFORMATION, CONTACT: 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, 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](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



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: 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 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



NEW MATERIALS

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: Publicis New York / AD COUNCIL CAMPAIGN Manager: Dzu Vien Bui MATERIALS: TV, RADIO, WEB BANNERS, PRINT SPANISH: TV, RADIO, WEB BANNERS

## Inspiring Invention

United States Patent and Trademark Office  
National Inventors Hall of Fame Foundation



NEW MATERIALS

The U.S. Patent and Trademark Office, the National Inventors Hall of Fame Foundation, and the Ad Council are proud to present the latest creative work for the "Inspiring Invention" campaign. The new PSAs are part of the second phase of the campaign and reinforce that there is a role for every kind of unique curiosity and imaginative idea as it relates to invention. The ads encourage 8–12 years olds that "Anything's possible Keep Thinking" and drive them to the newly updated website, [www.inventnow.org](http://www.inventnow.org), where they can let their imagination soar.

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

## 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](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 DIRECTOR:** Rowena Tse **MATERIALS:** OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

## Supporting Minority Education

United Negro College Fund



By highlighting the leadership and accomplishments of important

**FOR MORE INFORMATION, CONTACT:** FOR MORE INFORMATION,

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."

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



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## HEALTH AND SAFETY

### Anti-Steroids

U.S. Olympic Committee



NEW MATERIALS

The use of performance-enhancing substances is at a level of concern in American sport. No segment of sport — from professional to youth — is immune to this problem. With increasing media coverage on steroid use in sports, teen usage has become a concern. Not only are steroids a potential health hazard, they also raise many ethical implications. In order to prevent teens from using steroids without increasing consideration, this campaign is designed to make steroids socially unacceptable. The PSAs will drive traffic to [DontBeAnAsterisk.com](#) to learn more about steroids, hear from professional athletes, and find healthy alternatives to excel in athletics.

FOR MORE INFORMATION, CONTACT: Nicole Saunches, Manager, Marketing Communications, U.S. Olympic Committee; 1 Olympic Plaza, Colorado Springs, CO 80904; 719-866-4529 / WEBSITE: [www.DontBeAnAsterisk.com](#) / VOLUNTEER AGENCY: TBWA/Chiat/Day / AD COUNCIL ASSISTANT CAMPAIGN MANAGER: Jeff Garfield  
MATERIALS: PRINT, RADIO, TV, WEB BANNERS

### Autism Awareness

Autism Speaks



NEW MATERIALS

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 Fl., 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](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:** Walt Stutz, 15757 N. 78th Street, Scottsdale, AZ 85260; (480) 922-8212 / **Website:** [www.childhelp.org](http://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



NEW MATERIALS

This campaign focuses on the importance of eating healthy and being physically active. New PSAs feature U.S. Olympic Athletes and qubo's animated characters promoting healthy messages including "Be a Player", "Energy Balance" and "Portion Control". PSAs featuring players from the NFL and the LPGA encourage kids to play for at least one hour every day. The "Can Your Food Do That?" PSAs let kids know that eating healthy can help them do things they love to do even better. Children and families are encouraged to visit [www.SmallStep.gov](http://www.SmallStep.gov).

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

## Crime Prevention

National Crime Prevention Council



The newest PSAs inspire 12-to-14-year-olds, particularly girls, to put an end to cyberbullying, directing them to [www.ncpc.org/cyberbullying](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: RADIO, TV, VIRAL VIDEOS, WEB BANNERS

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

## Diabetes Management

Diabetes Care Coalition



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:** 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



NEW MATERIALS

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 SE, Washington, DC 20590; (202) 366-6918 / **WEBSITE:** [www.stopimpaireddriving.org](http://www.stopimpaireddriving.org) / **VOLUNTEER AD AGENCY:** Mullen AD COUNCIL CAMPAIGN MANAGER: Cece Wedel **MATERIALS:** TV, RADIO, CONSUMER MAGAZINE, NEWSPAPER, OUTDOOR, WEB BANNERS **SPANISH:** TV, RADIO, PRINT

## Emergency Preparedness

U.S. Department of Homeland Security



The Ready campaign educates Americans about preparing for and responding to emergencies, including natural disasters and potential terrorist attacks. Ready asks individuals to do three key things: get an emergency supply kit, make a family emergency plan and be informed about different types of emergencies and appropriate responses to each.

**FOR MORE INFORMATION, CONTACT:** Erin Streeter, U.S. Department of Homeland Security, Office of Public Affairs; (202) 282-8010 / **WEBSITES:** [www.ready.gov](http://www.ready.gov); [www.listo.gov](http://www.listo.gov) / **VOLUNTEER AD AGENCIES:** BBDO, New York; Elevación Ltd. / **AD COUNCIL CAMPAIGN DIRECTOR:** 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](http://www.ready.gov), plan to stay in business, talk to their employees and protect their investments.

FOR MORE INFORMATION, CONTACT: Erin Streeeter, 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: Amy Gibson-Grant MATERIALS: RADIO, PRINT, OUTDOOR, WEB BANNERS

## Hispanic Preventive Health

Agency for Healthcare Research and Quality



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 Dahl 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

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/realmen](http://www.ahrq.gov/realmen) / VOLUNTEER AGENCY: McCann Erickson AD COUNCIL CAMPAIGN DIRECTOR:



(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](http://www.ahrq.gov/realmen), to find out more.

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 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



NEW MATERIALS

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

FOR MORE INFORMATION, CONTACT: U.S. Department of Agriculture, 3101 Park Center Dr., Room 926, Alexandria, VA 22302; 703-305-2281 / WEBSITE: [www.mypyramid.gov](http://www.mypyramid.gov) / VOLUNTEER AD AGENCY: Saatchi & Saatchi, Walt Disney Home Entertainment Studios  
AD COUNCIL CAMPAIGN MANAGER: 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) Communications Dept., 699 Prince Street, Alexandria, VA 22314; (703) 837-6111; [e-media@ncmec.org](mailto:e-media@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

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

health care team and delivers actionable, simple ways for people to be more involved at [www.ahrq.gov/questionsaretheanswer](http://www.ahrq.gov/questionsaretheanswer).

## 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 Sigesmund MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS AFRICAN-AMERICAN TARGETED: OUTDOOR, PRINT, RADIO, TV, 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

FOR MORE INFORMATION, CONTACT: Mark Weber, 1 Choke Cherry Road, Room 8-1029, Rockville, MD 20857; (240) 276-2128;

campaign encourages parents to speak early and often to their children about the dangers of underage drinking.

[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: TV, RADIO, PRINT, WEB BANNERS

## Veteran Support—MLB Charity

Major League Baseball



NEW MATERIALS

Iraq and Afghanistan veterans represent less than 1% of the population, which can increase the distance and stigma they may feel from the public upon returning home. This campaign's goal is to emotionally connect viewers to this new generation of veterans and foster a more supportive environment for returning vets.

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: RADIO, 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](http://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](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



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](http://URTheSpokesperson.com) / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson  
MATERIALS: TV, PRINT, WEB BANNERS, OUTDOOR



# PSABulletin

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



## Families: The Missing Piece in the Autism Puzzle? Kennedy Krieger Institute — The IAN Project

The Kennedy Krieger Institute's television, radio and print PSAs aim to educate all those affected by autism about the Interactive Autism Network (IAN Project). With financial support from Autism Speaks, the IAN Project serves as the first national autism registry, bringing parents and researchers together online to dramatically accelerate the pace of autism research and the search for answers. The PSA campaign encourages parents of children with autism to visit [www.IANproject.org](http://www.IANproject.org) to learn more about the importance of autism research and enroll for free in the national registry. They can provide valuable data to researchers and learn more about studies throughout the country that may benefit their children.

AVAILABLE MATERIALS: PRINT, RADIO, TV

FOR MORE INFORMATION, CONTACT: Kennedy Krieger Institute, Elise Babbitt-Welker, Communications Manager, 707 N. Broadway, Baltimore, MD 21205; (443) 923-7330; [welker@kennedykrieger.org](mailto:welker@kennedykrieger.org)

Ad Agency: Outlaw Advertising / Website: [www.IANproject.org](http://www.IANproject.org)

# PSA Bulletin

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## An interview with Mayela Rosales Executive Vice President, Azteca America, South West Florida (SWFL)

What is Azteca America's SWFL's corporate strategy as it pertains to public service advertising?

In Azteca America SWFL we are truly committed through our mission statement to serving the community with messages that will help to enhance the levels of education and awareness about different topics that are most relevant to our target audience, the Hispanic community.

How does the Ad Council help augment Azteca America's efforts in the SWFL community?

Azteca America SWFL is very proud to partner with the Ad Council to promote positive messages along with institutional campaigns that increase the sense of ownership and loyalty of our audience. Campaigns such as: College Access, Domestic Violence and Foreclosure Prevention are just some of the actual issues faced by our Hispanic community. The Ad Council's clear messages are dedicated to offer help and information to our dedicated audience.

What issues do you think deserve national focus?

A variety of issues are affecting the Hispanic community in U.S. Topics like immigration, health care insurance and college education are sensitive issues that give us a responsibility to expand our mission as communicators.

Is WTPH involved in any unique public service projects?

WTPH Channel 14 Azteca America SWFL and Fundación Azteca America are partners in education, social and community issues. Our mission is to help our viewers by giving them tools to interact and participate within the community at large. We participate in more than 80% of community events that involve social issues and community outreach. We will continue our efforts to expand the image of our station and Fundación Azteca America to make Hispanic professionals and workers proud of their roots and their sense of help and collaboration.

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 media brings a variety of value to any society. However, adding social causes to it, the value is definitely countless. Any media, such as: television, radio, print and online needs to participate and be involved with its people on a daily basis. The power of serving the community and helping others, not just informing but giving tools and guidelines to interact with their neighbors in society, gives you a magnificent sense of public service.

**Campaigns Get Results**  
Your support is making a profound difference!

**College Access**

Just one year into the PSA campaign, national tracking of the target audience found



that there were significant increases in the percentage who said the following:

- They plan on getting a four-year college degree after they are out of high school, from 59% to 68%.
- They have been taking steps to prepare themselves for college and will continue to do so, from 26% to 33%.

### Financial Literacy



As of July 2008, more than 100,000 people have signed up to receive weekly e-mail savings tips. Just as many people subscribe to the Feed the Pig podcasts, which highlight financial issues that are relevant to the target audience.

Thirty percent of the target audience of 25-to-34-year-olds are aware of the campaign advertising just one year after the campaign launched.

### National Mental Health Anti Stigma



In the six months following the distribution of web banners, unique visitors to the website averaged more than 56,000 per month, increasing more than 600% from the six months prior.

National tracking of 18-to-25-year-olds found that, from 2006 to 2008, there was a significant increase in the percentage of respondents who said they have discussed mental illness with friends or family, or have visited a website to find out more information about the issue.

## → A Letter from Barry C. Melancon, CPA, AICPA President & CEO

Dear PSA Director:

The Advertising Council and the American Institute of Certified Public Accountants thank you for your help in making our financial literacy PSA campaign, Feed the Pig™, a success. The campaign encourages Americans ages 25–34 to take small, easy steps to gain control of their personal finances. We know we're making a difference. According to a 2007 poll by the Ad Council, Feed the Pig has positively influenced the target audience's spending and saving habits and those who have seen or heard a PSA are more likely to take action to learn more about managing their finances and save more.



We hope you will continue your support of the Feed the Pig campaign. In November, we will be introducing new PSAs featuring an evolved Benjamin Bankes, who provides savings messages to our audience. The new creative will serve as a reminder that having money doesn't happen by luck and chance—smart money management and saving strategies are the keys to success. The new PSAs also encourage the audience to visit the campaign website, [www.FeedthePig.org](http://www.FeedthePig.org), where they can learn more and find resources and interactive tools to help them take action. They also can join the more than 100,000 subscribers who

have signed up to receive Weekly Savings Tips each Monday.

With the continuing credit crunch, high energy costs and a fear of recession, we need your help to ensure that even more young Americans take control of their financial future. We look forward to your continued support in sending the message: *Small changes today. Big bucks tomorrow.*

Sincerely,



A handwritten signature in black ink that reads "Barry C. Melancon". The signature is written in a cursive style with a long horizontal line extending from the end.

Barry C. Melancon, CPA  
AICPA President & CEO