

PSA Bulletin

November / December 2008



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Think Before You Speak First Campaign Launched to Address Use of Anti-Gay Language Among Teens



▲ New TV spots feature comedian Wanda Sykes (left) and actress Hilary Duff (right) intervening when the term "that's so gay" is used. The new campaign will help teens recognize that this type of language is harmful.

Nearly nine in ten lesbian, gay, bisexual and transgender (LGBT) teens in the U.S. report having been verbally harassed in the past school year, and almost half have been physically harassed because of their sexual orientation, according to new research released in October by the Gay, Lesbian and Straight Education Network (GLSEN). These teens experience homophobic remarks and harassment throughout the school day, creating an atmosphere where they feel disrespected, unwanted and unsafe. In an effort to create a safer and more positive environment for LGBT teens, the Ad Council and GLSEN launched the first PSA campaign designed to address the use of anti-gay language among teens. The campaign launch coincides with the release of GLSEN's 2007 National School Climate Survey, which found that homophobic remarks such as "that's so gay" are the most commonly heard type of biased remarks at school. Research shows that these slurs are often unintentional and are a part of teens' vernacular. However, the casual use of this language often carries over into more overt harassment.

The new campaign aims to raise awareness among straight teens about the prevalence and consequences of anti-LGBT bias and behavior in America's schools. Ultimately, the goal is to prevent the use of homophobic language in an effort to create a more positive environment for LGBT teens. The campaign also seeks to engage adults, including school personnel and parents, because their support of this message is crucial to the success of efforts to change behavior among the target age group.

Created pro bono by ArnoldNYC, the campaign includes TV, radio, print, outdoor and Web PSAs. The TV ads feature scenarios in which the term "that's so gay" is used casually to help teens recognize that their anti-LGBT language is harmful. The ads conclude with Wanda Sykes in one TV spot, and Hilary Duff in another, urging teens to "knock it off." The campaign hopes to motivate teens to become allies in the efforts to raise awareness, stop using anti-LGBT language and safely intervene when they are present and harassment and behavior occurs.

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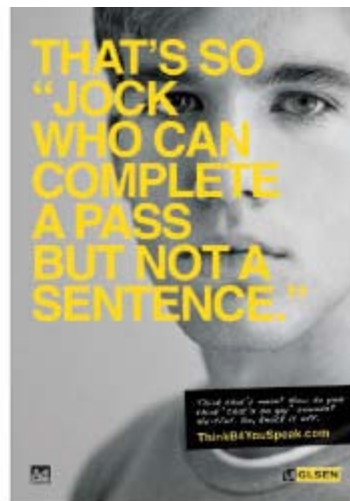
**Ad Council Awards
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Acrobat Reader is required in order to read pdf files. If you do not have Acrobat on your computer [click here](#) to download and install a free copy.



▲ A series of new print ads aim to capture teens' attention by illustrating the use of anti-gay language and its impact.

All of the PSAs direct audiences to visit a new interactive and comprehensive website, www.ThinkB4YouSpeak.com. The site provides tips on how to support LGBT issues and the opportunity for visitors to take a stand against anti-LGBT language through an interactive pledge form that will help teens "say something original," by sharing alternatives to "that's so gay." The site also includes a dictionary-type tool that illustrates the evolution of language and the notion of understanding one's choice of words. Additional features include an e-card and a video library that calls for user submissions.

An integrated social media program will further the reach of the new campaign on popular social networking sites and blogs targeted to teens. Partnerships with Gay-Straight Alliances and Students Against Destructive Decisions (SADD) will also engage students in chapters and student clubs nationwide.

Please support this campaign and join in the efforts to create a safer environment for all teens throughout the country.

New PSAs Encourage Parents to Use the LATCH System When Installing Car Seats



▲ These new PSAs raise awareness among parents about the importance of using the LATCH system.

The Ad Council has launched new PSAs in partnership with the National Highway Traffic Safety Administration (NHTSA) to raise awareness of the LATCH system.

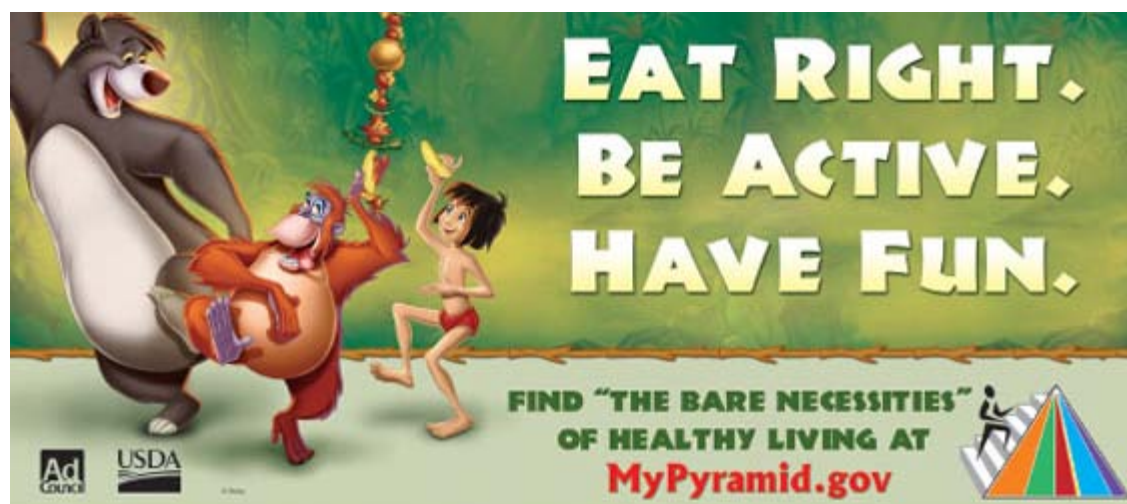
The LATCH (Lower Anchors and Tethers for Children) system is a child safety system that makes it easier for parents to correctly install car seats in their vehicles. According to research, three out of four children are not as secure in the car as they could be because their car seats are not used correctly. The LATCH system, required on all car seats and most vehicles manufactured after September 1, 2002, can make this process easier. While this system has existed for more than six years, there is still a lack of awareness among parents about what the

LATCH system is, how to use it and the safety benefits it provides. The new PSAs are designed to raise awareness among all parents and caregivers about the importance of securing their children properly in their car seats. There is also a complementary campaign, featuring music and favorite characters from Baby Einstein™, designed to educate a new generation of parents about the LATCH system.



The PSAs direct viewers to www.safercar.gov for more information. Please continue to support the Ad Council and NHTSA's ongoing messages of automobile safety by educating parents about the importance of the LATCH system.

Hispanic Families Encouraged to Teach Children about Healthy Living



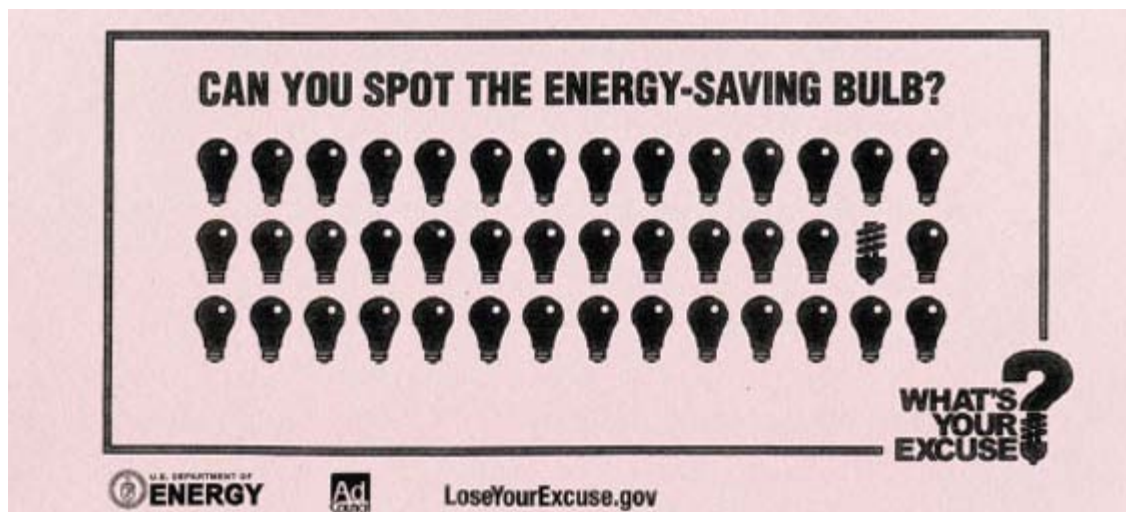
▲ *The Jungle Book* characters promote healthy eating in children.

In partnership with the United States Department of Agriculture's Food Nutrition and Consumer Services and Walt Disney Studios Home Entertainment, the Ad Council has launched new PSAs to motivate Hispanic families to lead a healthy lifestyle that includes good nutrition and adequate physical activity. The campaign features characters from the beloved Disney movie *The Jungle Book* to emphasize the importance of balancing good nutrition and physical activity in a child's daily life.

This new initiative comes after a recent survey conducted on behalf of the Ad Council's Coalition for Healthy Children showed that 49% of Hispanic parents are unclear about which foods are healthy for their families.

The campaign uses the message of nutrition to turn the tide on childhood obesity by emphasizing "the bare necessities of healthy living." The new PSAs encourage Americans to visit the campaign's website, www.MyPyramid.gov, where mothers and caregivers can obtain information and realistic tips for making and sustaining healthy choices for their children.

"What's Your Excuse?" Campaign Encourages Tweens to Use Energy Wisely



▲ Energy saving light bulbs (CFLs) last ten times longer and use one-sixth the amount of energy than regular light bulbs.

Energy use is on the rise around the world and global energy demand is expected to increase, causing adverse effects on global climate change. In a national survey of children ages 8–12, 85% of respondents believed that they could lead their family to do what is needed to consume less energy in the home. As a result, the Ad Council and the U.S. Department of Energy have launched new PSAs educating tweens ages 8–12 about the importance of energy efficiency. The campaign, entitled "What's Your Excuse?" highlights the simplicity of making energy efficient changes in the home and asks children to join millions of others to make a difference by using their energy wisely. The new TV, radio, outdoor and web advertising directs tweens to www.LoseYourExcuse.gov where they can download the Energy Action Plan, a simple 10-step action list to help encourage better energy use in the home, as well as learn fun, simple tips about energy efficient behaviors and new technological advances to reduce energy consumption in the home.

A second series of PSAs, including TV, online and outdoor, was developed in collaboration with the Ad Council and features characters from Walt Disney Studios Home Entertainment's Tinker Bell. The ads are designed to educate 8–9 year olds about positive energy-efficient habits and to drive kids to visit www.energy.gov/tink.



Reagan Outdoor and Zoom Media Win Silver Bell

The Ad Council has presented its 2008 Silver Bell for Outdoor support to Reagan Outdoor of Salt Lake City and Zoom Media. The Bells were presented by Ad Council President and CEO Peggy Conlon at the OAAA Star showcase in New York. Reagan Outdoor was honored for its outstanding overall support of Ad Council initiatives.

Last year, Reagan Outdoor supported several Ad Council campaigns, including Youth Reckless Driving Prevention, Global Warming, Emergency Preparedness—and many more. Additionally, Zoom Media was also awarded the Silver Bell for its continued support of Ad Council campaigns. Thanks to Zoom Media, the campaigns are now seen in health clubs, bars and restaurants. Specifically, Zoom Media's social networks have supported Wireless Amber Alerts, NYC Teacher Recruitment, Domestic Violence Prevention and a host of other Ad Council campaigns.



▲ Frances Reagan from Reagan Outdoor Advertising, and Francois de Gaspé Beaubien of Zoom Media accept the Ad Council's Silver Bell.



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

The Ad Council Launches Share Your Voice



▲ Downloadable at the Ad Council's website, a series of new widgets further engage target audiences in the Ad Council's critical issues.

Through the Ad Council's Share Your Voice initiative, users are presented with the opportunity to show they care about a specific cause through a widget, designed pro bono by social media agency Deep Focus. Users can display the individual widget prominently on their social networking profile, blog, wiki and personal homepage. Each widget tracks and displays in real time the size of its exponentially growing support network, acting as further encouragement for users to recruit their friends to join.

The widgets feature the Ad Council's existing PSAs and other campaign components, including television ads, brochures and links to websites. To embed a widget, visit the hub located at www.adcouncil.org/icare and follow the prompts to post to the social networking profile of your choice or send to a friend. Once the widget is displayed on your page, a share or embed link on the widget makes it easy for others to join the cause.

Widgets are now available for the following campaigns: *Autism Awareness, Diabetes Management, Early Childhood Development, Environmental Involvement, High School Dropout Prevention, Inspiring Invention, Lifelong Literacy, Ocean Awareness and Wildfire Prevention*. More than 25 additional widgets will launch in the coming months.

The Calendar Your Wall Must Have!

The most useful calendar in the world of community affairs — the 2009 Ad Council Public Service Events Calendar—is fresh off the press and enclosed in this issue of the Public Service Advertising Bulletin.

This calendar is a detailed guide that streamlines public service planning and outreach by offering a way to present a cohesive community branding strategy for PSAs, news, programming and the Web for traditional and emerging media. From National Mentoring Month in January to National Drunk and Drugged Driving Prevention Month in December, this handy wall calendar covers all the major awareness days, weeks and months, as well as providing a list of the more than 50 Ad Council PSA campaigns, and the Ad Council's local Regional Managing Directors who cover all 50 states. So pin it up and plan away!



Support issues that are important to your viewers, listeners and readers—and utilize ready-to-go-PSAs, b-roll and content both online and offline during the most appropriate times of the year. These calendars are available in this issue, in an upcoming issue of Broadcasting & Cable, and through your local Ad Council Regional Managing Director.

New PSAs Launch in Response to a Record Disaster Season



▲ New TV spots remind Americans "Hope is stronger than any disaster."

This has been a record year for natural disasters with an unprecedented number of fires, massive floods and four named hurricanes making U.S. landfall in a month's time.

As a result, the Ad Council and the American Red Cross launched new PSAs to remind Americans that "Hope is stronger than any disaster." Created pro-bono by GSD&M Idea City, the campaign features former Presidents Bill Clinton and George H.W. Bush renewing their joint appeal for support of American Red Cross disaster relief efforts.

The PSAs urge audiences to give what they can to help support recovery efforts to enable those who were affected by the hurricanes and thousands of other disasters across the country each year. The new television and radio ads are designed to encourage viewers and listeners throughout the country to visit www.redcross.org and donate to the American Red Cross.

This campaign marks the second time the Ad Council, GSD&M Idea City and American Red Cross have teamed up to create a post-disaster message. Idea City offered its work pro bono in 2005 to produce a series of PSAs following Hurricane Katrina.

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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: Kathy Ledesma, 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, 1250 Maryland Avenue, SW, Washington, DC 20024; (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



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, WEB BANNERS

create lasting, positive change.

ALL MATERIALS AVAILABLE IN SPANISH

Energy Efficiency

U.S. Department of Energy



NEW MATERIALS

In a national survey of kids ages 8–12, 85% of respondents believed that they could lead their family to do what is needed to consume less energy in the home. This campaign, entitled "What's Your Excuse?" highlights the simplicity of making energy efficient changes in the home and asks kids to join millions of others to make a difference by using their energy wisely. The PSAs direct tweens to an interactive website www.loseyourexcuse.gov where they can download the Energy Action plan to learn how to reduce energy consumption in the home.

FOR MORE INFORMATION, CONTACT: Kevin Brosnahan, Specialist, U.S. Department of Energy, 1000 Independence Avenue SW, Washington, DC 20585; (202) 586-0462 / WEBSITES: www.loseyourexcuse.gov, www.energy.gov/tink / VOLUNTEER AD AGENCY: Goodby, Silverstein and Partners / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson MATERIALS: RADIO, TV, OUTDOOR, WEB BANNERS

Environmental Involvement

Earth Share



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

FOR MORE INFORMATION, CONTACT: Robin Perkins, Communications Director, 7735 Old Georgetown Road, Suite 900, Bethesda, MD 20814; (240) 333-0300 WEBSITE: www.earthshare.org / VOLUNTEER AD AGENCY: Drafftcb, Chicago / AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre 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

FOR MORE INFORMATION, CONTACT: 101 Lakeforest Blvd., Suite 360, Gaithersburg, MD 20877; (240) 912-1270; Vincent DiCaro,

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.

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



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
/ VOLUNTEER AD AGENCY: [mcgarrybowen](http://mcgarrybowen.com) / 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, 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

Oceans Awareness

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



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

Predatory Lending

National Fair Housing Alliance



NEW MATERIALS

As many as 50% of consumers who received high-cost subprime loans could have qualified for a lower-cost prime loan. This is due in part to predatory lending—unfair, unethical and often illegal lending practices designed specifically to deceive unsuspecting homeowners. Predatory lenders still prey upon unsuspecting consumers, especially homeowners who need to refinance out of unaffordable loans. To combat this, the National Fair Housing Alliance (NFHA) is sponsoring "Question It," a campaign that equips consumers with the right questions to ask their lenders in order to protect themselves from abusive practices. The PSAs encourage consumers to call 1-866-222-FAIR or visit www.QuestionsProtect.org.

FOR MORE INFORMATION, CONTACT: Lisa Rice, Vice President, National Fair Housing Alliance, 1101 Vermont Avenue NW, Suite 710, Washington, DC 20005; (202) 898-1661 / WEBSITE: www.QuestionsProtect.org / VOLUNTEER AD AGENCIES: Target Smarts / AD COUNCIL CAMPAIGN DIRECTOR: Amy Gibson-Grant MATERIALS: RADIO, OUTDOOR, WEB BANNERS

Think Before You Speak

Gay, Lesbian, Bisexual and Straight Education Network



NEW MATERIALS

The campaign's goal is to reduce and prevent the use of homophobic language in an effort to create a more positive environment for lesbian, gay, bisexual and transgender (LGBT) teens. The PSAs are designed to raise awareness among straight teens about the prevalence and consequences of anti-LGBT bias and behavior in America's schools. The campaign also aims to reach adults, including school personnel and parents, because their support of this message is crucial to the success of efforts to change behavior among the target age group.

FOR MORE INFORMATION, CONTACT: Anthony Ramos, Gay, Lesbian, Bisexual and Straight Education Network, 90 Broad Street, Second Floor, New York, NY 10004; (212) 727-0135; aramos@glSEN.org / WEBSITE: www.ThinkB4YouSpeak.com / VOLUNTEER AD AGENCY: Arnold NYC AD COUNCIL CAMPAIGN MANAGER: Dzu Vien Bui MATERIALS: MALL POSTERS, PRINT, TV, RADIO, VIRAL VIDEOS, WEB BANNERS

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EDUCATION

Arts Education

Americans for the Arts



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

FOR MORE INFORMATION, CONTACT: Nina Ozlu, 1000 Vermont Avenue NW, 12th Floor, Washington, DC 20005; (202) 371-2830;
WEBSITES: www.AmericansForTheArts.org;
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



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



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 Sigismund
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 / 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 / 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, 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 / 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 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 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: Louis Barbash, Interim National Director, Communications and Brand Strategy, 8620 Willow Oaks Corporate Drive, Fairfax, VA 22031; (703) 205-3461; 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

PSA Bulletin

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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

Anti-Steroids

U.S. Olympic Committee



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

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



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

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

better. Children and families are encouraged to visit www.SmallStep.gov.

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. 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: 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: Vaneeda Bennett, Chief Development Officer, American Diabetes Association, 1701 North Beauregard St., Alexandria, VA 22311; (703) 549-1500 / WEBSITES: www.diabetesA1C.org; www.midiabetesA1C.org / VOLUNTEER AD AGENCY: McCann Erickson New York / AD COUNCIL CAMPAIGN MANAGER: Megan Sigismund
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 / 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 Streater, 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 Streater, 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



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 Dahl
MATERIALS: RADIO, TV, WEB BANNERS

LATCH System and Booster Seat Education

U.S. Department of Transportation's National Highway Traffic Safety Administration



NEW MATERIALS

A staggering 3 out of 4 kids are not as secure as they should be because their car seats are not used correctly. The goal of these PSAs is to raise awareness among parents and caregivers about the importance of the LATCH system and how to properly use it.

FOR MORE INFORMATION, CONTACT: Sue Gorcowski, Associate Administrator; 1200 New Jersey Avenue SE, Washington, DC 20590 / Website: www.safercar.gov / Volunteer Ad Agency: The Richards Group, Dallas / Ad Council Campaign Manager: Cece Wedel
MATERIALS: OUTDOOR, RADIO, TV, PRINT
SPANISH: RADIO, TV

Men's Preventive Health

Agency for Healthcare Research and Quality



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

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

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.

National Mental Health Anti-Stigma

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



Recovery from mental illness is more likely in a society of acceptance, and this campaign looks to men and women 18 – 25 years old to serve as the mental health vanguard, motivating a societal change toward social acceptance and decreasing the negative attitudes that surround mental illness. The PSA campaign is designed to encourage this group to step up and support their friends who are living with mental illness by demonstrating the roles they can play in their friends' recoveries.

FOR MORE INFORMATION, CONTACT: Chris Marshall, U.S. Department of Health and Human Services; Substance Abuse and Mental Health Services Administration; 1 Choke Cherry Road, Rm 6-1071, Rockville, MD 20857; (240) 276-1947; marshal@samhsa.gov / **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



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 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

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

health care team and delivers actionable, simple ways for people to be more involved at 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 / 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 / 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: 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 / 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



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: Matt Bourne, VP Business Public Relations, 245 Park Avenue, New York, NY 10167; (212) 931-7882 Website: www.welcomebackveterans.org / Volunteer Ad Agency: McCann Erickson NY / Ad Council Campaign MANAGER: Trace Della Torre
MATERIALS: RADIO, TV, WEB BANNERS

Wildfire Prevention

USDA Forest Service, National Association of State Foresters



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

PSABulletin

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An interview with Roy G. Avila Director of Community Affairs, TV36 (KICU), a Cox Enterprises company

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

Cox companies encourage employee creativity, inclusion and calculated risk taking. We're dedicated to customers' and audiences' needs. We do what's right for our communities through sponsorships, donations and volunteer activities. For some corporations, these concepts make good PR "sound bites." But at the Cox companies they're the values that guide us in every decision we make: We believe it's good business to be good citizens of the communities we serve through volunteerism and financial support. We are committed to helping shape a better world through responsible company and individual actions.

How does the Ad Council help augment TV36 KICU community efforts?

The Ad Council's ability to produce high-quality, concise public service announcements, that allow local, non-profit agencies with an affiliation either directly to the national campaign or doing similar work, gives us the ability to "Ride the Wave" of awareness the Ad Council's PSAs provide.

What issues do you think deserve national focus?

I believe civic engagement is a critical issue, not only one's obligation to vote, but to understand how government and the Constitution are supposed to work. I also believe there isn't enough positive attention paid to our communities, we tend to focus on the problems instead of the positive work being done throughout our communities. It is my experience that an overwhelming majority of people are outstanding individuals, working hard to improve their communities.

Is TV36 KICU involved in any unique public service projects?

Along the lines of positive attention, we are working with the Firehouse Community Development Corporation to tell the stories of young people caught up in negative lifestyles, choosing to turn their lives around. We are also working with the Autism Education Network, whose primary purpose is to provide information and training to families and professionals regarding best practices in autism treatment through their website, which includes free information about special education rights as well as information about treatment options and education methods. We provide these as well as support for several other organizations, through our public affairs programming and PSAs.

→ A Letter from Susan Gorcowski, Associate Administrator, U.S. Department of Transportation's National Highway Traffic Safety Administration

Dear PSA Director:

Since 1985, the National Highway Traffic Safety Administration has partnered with the Ad Council to put out important messages regarding vehicle occupant safety issues. Over the years, the campaign has evolved from *Seat Belt Education* with Vince and Larry, the *Crash Test Dummies*, to *Booster Seat*

Education and is now shifting once again to educate the public about a critical child safety system called the LATCH system.

These new PSAs are a key part of a comprehensive national campaign to protect children by increasing the use of LATCH. It is imperative to educate parents on how LATCH works and the safety benefits it can provide and to direct them to www.safercar.gov for more critical information. Over the years, through the pro bono placements provided by media outlets, millions of people across the nation have heard our life-saving occupant protection messages.

We ask that you continue this tradition by supporting the *LATCH System Education* PSAs, as your media placement contributions are vital to the success of this initiative.

Once more, we thank you for the most important role you play in educating parents and caregivers about life-saving vehicle safety messages to protect our children.

Sincerely,

